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9157

PRINTER & PUBLISHER

for JANUARY 1919

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

The Best Value in Cover Papers for Printers of Canada

Why pay big prices for imported cover papers? We can supply you with high grade *Made-in-Canada* cover at a substantially lower price.

For Catalog Covers
For Booklet Covers
For Folders
For Post Cards
For Inserts
For Envelope Filiers, Etc.

TRADE MARK

This design a guarantee of quality

FIBRESTOC COVER

The money-saving cover that the majority of good printers think of first.

It is 25% to 40% cheaper than imported covers of similar grade.

Fibrestoc — strong, bulky—embosses deeply, folds evenly.

Made in wide range colors—Buff, Blue, Brown, Green, Grey, Robin's Egg, Lavender, Russet and White; 20 x 25—70; 22½ x 28½—90.

Samples gladly sent on request.

Made by

CANADA PAPER CO., LIMITED

TORONTO MONTREAL
WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

Other Good Covers

Wove Mill
Cashmere
Derby
Tinted Art S. C.
Tinted Art Suede

"Used in Canada wherever good printing is done."

"DOMINION"

BLACK INK

This is Our Speciality

ONLY MANUFACTURERS *of the Famous*
NON-OFFSETTING HALF-TONE BLACK

Dominion Blacks Dry With a Lustre

VICTORY BLACK

This ink dries at once and you can back up a form immediately.

THE

DOMINION PRINTING INK

AND COLOR COMPANY, LIMITED

128-130 Pears' Avenue, Toronto, Canada

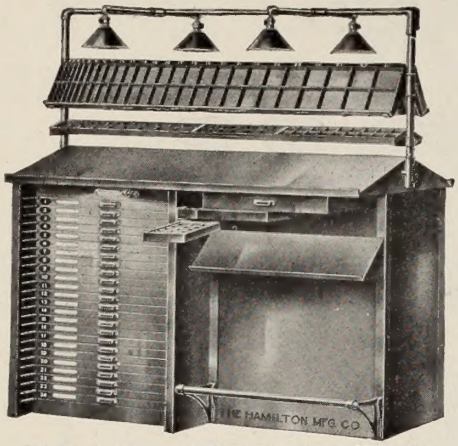
Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice *Manager for Eastern Canada*
128 Bleury St., MONTREAL
Phone Main, 5124

Every Part *of the* Composing-Room

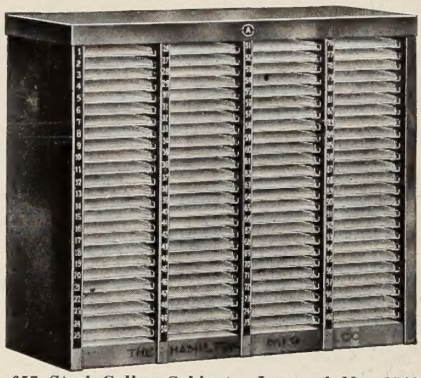
has been carefully considered and space-saving, time-saving equipments provided for it in the Hamilton line of Wood and Steel Printers' Equipment.



No. 549 Steel Adman Cabinet. In wood No. 2010

Type Cabinets

A design for every need—from the simple, inexpensive cabinet for the smaller country offices to the complete composing-room cabinet illustrated, with not only large storage space for type, but carefully arranged receptacles for rule, leads, furniture and other spacing and justifying materials.

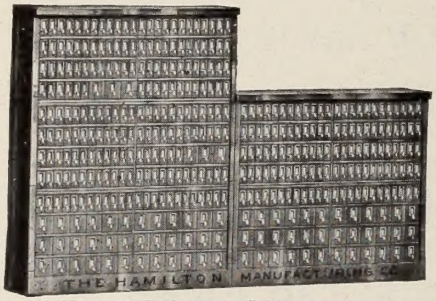


No. 657 Steel Galley Cabinet. In wood No. 3540

Galley Storage Cabinets

The Galley Storage system is one of the most important improvements for the print-shop ever devised.

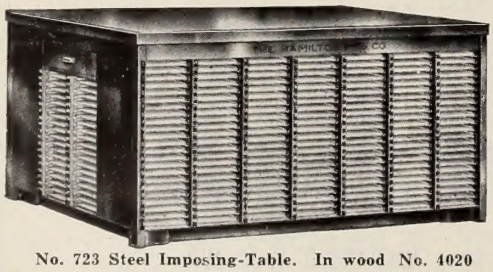
Cabinets and galleys of many sizes to fit all needs are included in the line of Hamilton products designed to reduce waste in composing-rooms.



Group of No. 461 Unit Sort Cabinets. In wood No. 3440

Sort Storage Cabinets

From the old-time cigar box to a modern unit system of sort storage is a natural evolution. But—what a saving in time! Who'd want to use the cigar boxes now that this system has been devised?



No. 723 Steel Imposing-Table. In wood No. 4020

Imposing-Tables

These are made now to fit the needs of each office instead of making the office fit the table. All of this has been made possible by the Unit System of construction.

The Hamilton Manufacturing Company

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

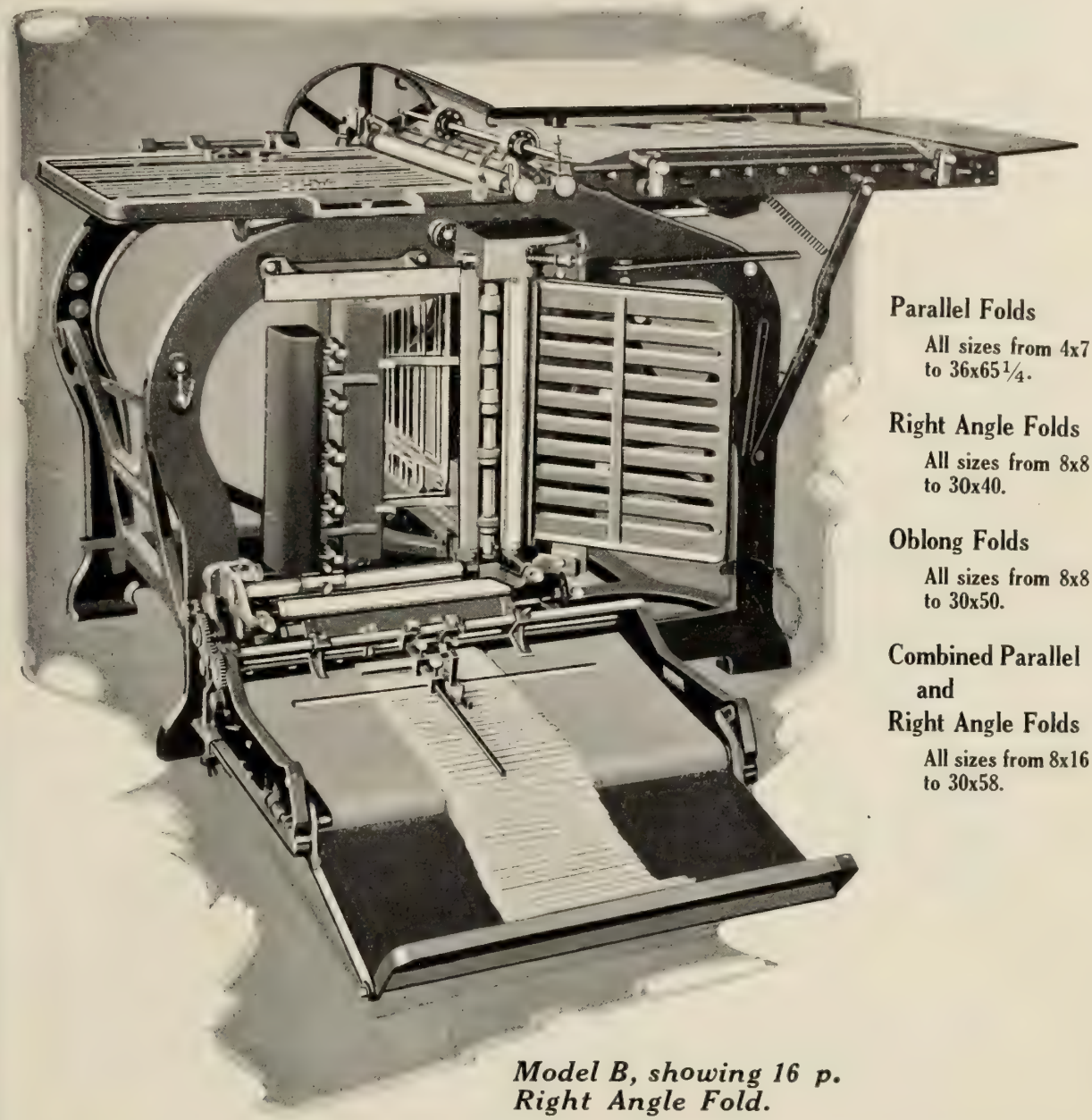
CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern. J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

The CLEVELAND FOLDER

The Folding Marvel of the Age



Parallel Folds
All sizes from 4x7 to 36x65¼.

Right Angle Folds
All sizes from 8x8 to 30x40.

Oblong Folds
All sizes from 8x8 to 30x50.

Combined Parallel and Right Angle Folds
All sizes from 8x16 to 30x58.

Model B, showing 16 p. Right Angle Fold.

191 Different Folds

The Cleveland will produce from 5 to 25 times more work per day than can be hand-folded.

The Cleveland makes the Standard Folds of all combined Standard Folders—and 150 forms not possible on any other make of Folder.

Send for Illustrated Catalogue, with layout of 191 different forms. Mailed free on application.

Toronto Type Foundry Company, Limited

Manufacturers and Patentees

Toronto Montreal Winnipeg Regina London, England

TO OUR CUSTOMERS

From Coast to Coast

WE are very grateful to our customers, both in our own city and throughout the Dominion, for the very generous patronage they have extended us through the past year. We fully appreciate their confidence and hope to merit it in even greater measure during 1919.

Yours for quick and efficient service

PAPER SALES LIMITED

Bank of Hamilton Building - TORONTO, Ontario

"DEFENDER"

Enamelled Blotting

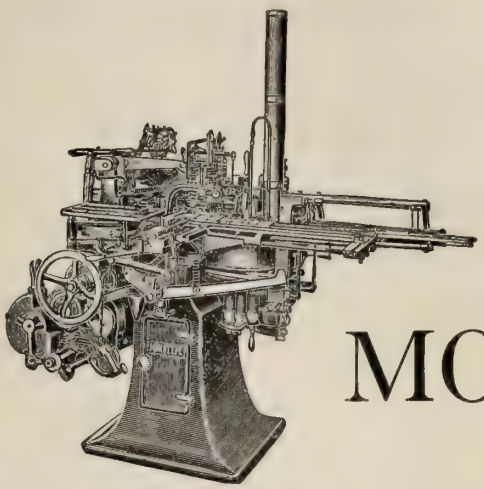
Here is a blotting paper with an established reputation. It has all the attributes of a good enamelled blotting, yet it is moderate in price. We are now carrying a large stock of "Defender" and can fill your requirements promptly.

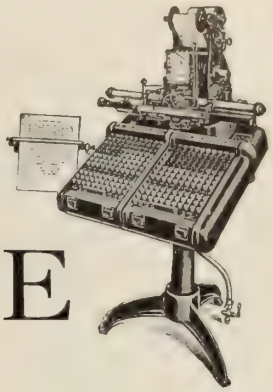
19 x 24-100 and 120. White on Blue and White on Cherry.

No orders too small or too large.
Prompt service in every case.

UNITED PAPER MILLS LIMITED

TORONTO - CANADA





THE

MONOTYPE

WISHES ITS USERS
AND ALL PRINTERS

A Prosperous New Year

Nineteen-Nineteen

THE NEW YEAR brings to the printer promise of peace and abundant business, which means prosperity if his plant is efficiently equipped to handle the work, especially if his composing room is on a Non-Distribution basis.

There is still a shortage of skilled labor, which will continue for some months to come, and the wise printer will provide against loss by equipping his composing room with Monotypes and Non-Distribution and thus eliminate all waste time.

The Monotype printer will find the Non-Distribution System his best helper this year in taking care of unusual conditions and keeping down high costs by making all the time of all the compositors productive time.

Business is even now starting to move more rapidly, and the amount of printing that will be needed when it catches its gait will eclipse any former demand that you have ever known. This will be a printers' year. Are you ready?

THE BEGINNING OF THE YEAR 1919 IS THE TIME
TO IMPROVE YOUR COMPOSING-ROOM EQUIPMENT BY THE
INSTALLATION OF THE MONOTYPE AND

The Non-Distribution System

LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

NEW YORK BOSTON CHICAGO TORONTO

Monotype Company of California, SAN FRANCISCO

206

Set in Monotype Series No. 150 and Monotype Rule and Border

PERFECT PRINTING PLATES

— made by men of experience

— gained through years of successful practice

Let us talk over your engraving problems in your office or ours

RELIANCE ENGRAVING TORONTO

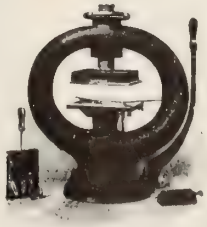
PHONE AD. 4094 — 143 UNIVERSITY AVE.

Now is a good time to look up your wants

We can supply your needs and assure you of satisfaction. Our line comprises everything in

Paper Cutters, Perforators, Ruling Machines, Embossing Machines Folding Machines, Feeding Machines

WE MAKE A SPECIALTY OF EQUIPPING COMPLETE PLANTS



The J. L. Morrison Co.

445-447 KING STREET WEST, TORONTO

Wilson-Munroe Co., Limited
TORONTO

WE HAVE LARGE STOCKS ON HAND OF

ROLLAND MADE IN CANADA PAPERS

SUPERFINE LINEN RECORD	White, Azure and Buff
CANADIAN LINEN BOND	White
ROLLAND PARCHMENT	White
EARNSCLIFFE BOND AND LEDGER	White and Azure and Buff
EMPIRE LINEN BOND	White and Five Tints
COLONIAL BOND AND LEDGER	White, Azure and Five Tints

ALL STANDARD SIZES AND WEIGHTS, ALSO DOUBLE SIZES.

ENVELOPES TO MATCH

We devote a whole floor in our warehouse to the stocking of these well-known papers. Prompt shipment assured.

WHOLESALE PAPER DEALERS

PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

WE CARRY

ALL

THE SIZES AND WEIGHTS IN

BELL-FAST LEDGER

WHITE AZURE BUFF

(Absolutely the Best Value)

Fred. W. Halls Paper Co., Limited
TORONTO

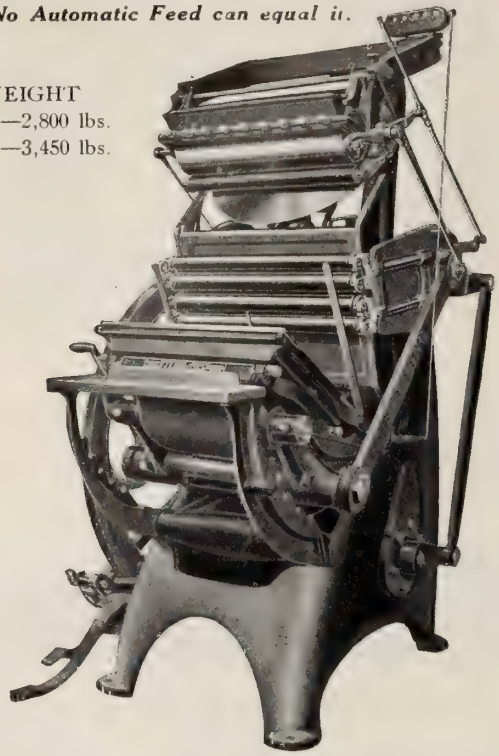
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutter and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS

Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

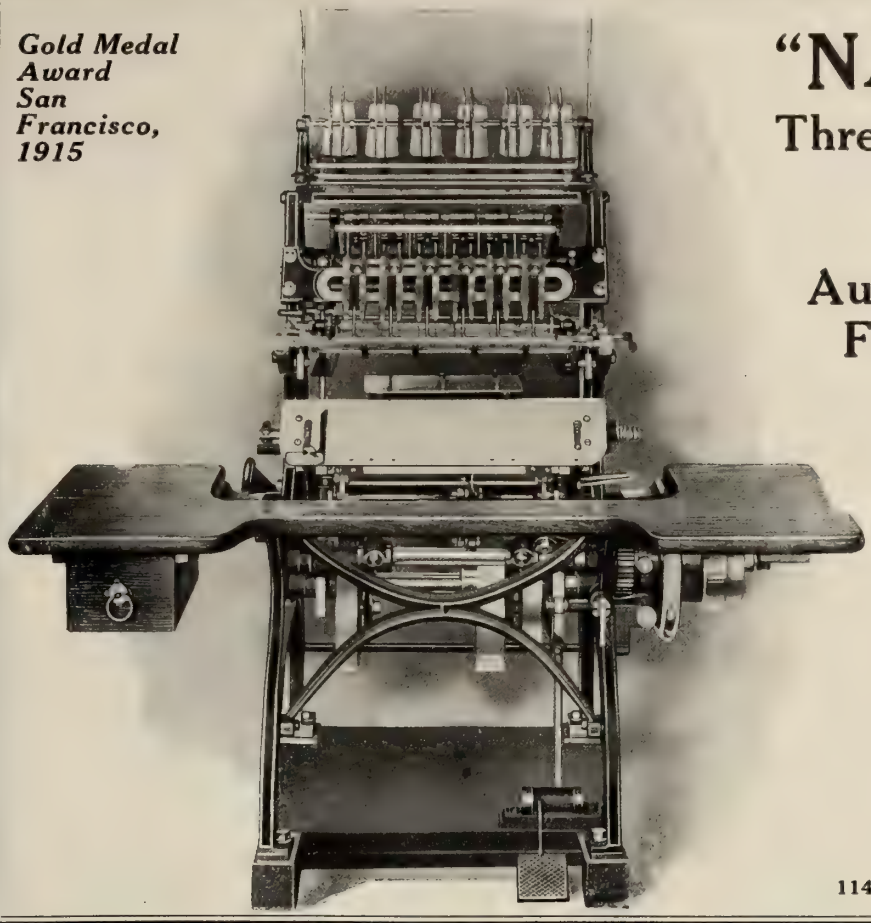
Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

Gold Medal Award San Francisco, 1915



"NATIONAL"

Thread Book Sewing Machines

Auto. Wire Stitcher Feeder Machines

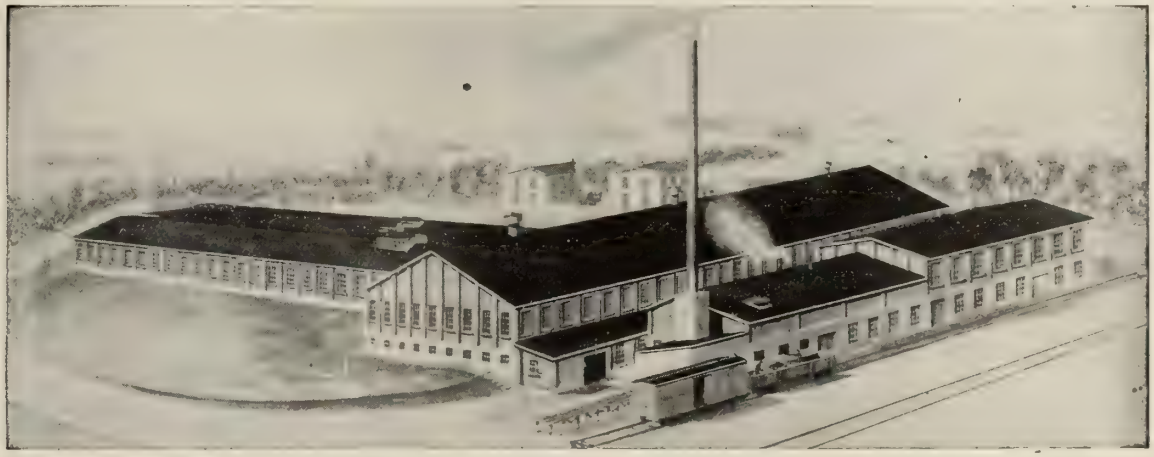
"Brown" Book, Catalogue and Newspaper Folding Machines

"Latham Monitor" Wire Stitching, Punching, Perforating, Paging Machines, Etc.

H. J. LOGAN

SOLE AGENT

114 Adelaide St. W., TORONTO, Ont.



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building

Private Exchange Adelaide 1986

MAKE the cover so attractive that the prospect who gets your catalog will be impressed with the character of your offering.

That's the first point to consider in successful catalog making.

If your catalog doesn't impress the recipient favorably, it might as well not have been mailed.

SULTAN COVERS

Have a way of saying, "What's under my belt is well worth while." Then, too, they make a good base for fine art work and printing.

SULTAN covers may be had in nine oriental shades in 20 x 25-60 lbs.; also in 20 x 25-30 lbs., in six shades, suitable for fly leaves and box covers, and in 20 x 25-100 lbs., Rhinos Finish.

We will be glad to send you a Sample Book.

Niagara Paper Mills

Lockport, N.Y.

Buntin Gillies & Co. Limited

B & G

Progress Bond

WHITE WOVE

19½c. per lb.

Case lot	18½c per lb.
Ton lot	17½c "

(Ton lot Net)

White Wove,	17 x 22	16 lb.
	"	20 "
	"	24 "
	17 x 28	20½ "
	"	25½ "
	"	30½ "
	19 x 24	19½ "
	"	24½ "
	22 x 34	32 "
	"	40 "

Progress Bond

TINTED WOVE

20½c. per lb.

Case lot	19½c lb.
Ton lot	18½c "

(Ton lot Net)

BLUE, BUFF, PINK

17 x 22	16 lb.
"	20 "
22 x 34	32 "
"	40 "

Progress Bond

LINEN FINISH, WHITE WOVE

24c. per lb.

Case lot	23c lb.
White Wove, 17 x 22	16 lb.
"	20 "

B & G

Hamilton. and Montreal.

NEWSPAPER PROPRIETORS

Who Desire to Economize
And At The Same Time Be Up-To-Date
Should Install This Hoe Time and Labor Saving Equipment

Improved Matrix Tissue Holder

Should be in Every Stereotyping Room

With this new and convenient holder only one man is required when making matrices.

Pressroom and Stereotyping Supplies

We also carry in stock the best quality of supplies and accessories of all kinds for the Pressroom and Stereotyping Department, including cloth and rubber blanketing of the very best quality, press tape, cardboard tail pieces, space packing felt, gauges, cutting knives, cutting blades, brushes, chisels, backing powder, Dextrine, Talc, China Clay, Gum Arabic, etc.

Matrix Papers

We carry a large stock of the best quality of Matrix Papers including Blotter, Red Rag and Domestic and Imported Tissue in all standard sizes and weights. We particularly recommend our Domestic Tissue, which is made especially for us to suit the requirements of the trade.

Cold Water Matrix-Paste Powder

If you have not tried our Paste Powder you should do so and see how convenient it is and what a saving it effects. Made from an approved formula without using wheat flour and requires no cooking.

Dross Refining Furnace

The purchase of this money-saver is an investment, not an expenditure. It will pay for itself in a short time.

R. HOE AND CO.

504-520 Grand Street, New York

MONTREAL, CAN., 120 St. James Street
CHICAGO, ILL., 544-546 South Clark Street
BOSTON, MASS., 7 Water Street
LONDON, S.E., ENG., 109-112 Borough Road

MANTON BROS.

For the Best

PRINTING AND LITHOGRAPHIC INKS

AND

PRINTERS' ROLLERS

If you are having Roller Troubles or difficulties of any kind in your pressroom, consult us—it will cost you nothing. We will cheerfully give you the benefit of our long experience.

REBUILT PRESSES AND CHASES FOR ALL PURPOSES

We have a number of rebuilt newspaper and job presses that will serve you as well as new presses. Description and prices on application.

WINNIPEG **TORONTO** MONTREAL

Business Building

BLOTTING PAPER

Draw your customers' attention to the fact that a printed blotter can be inserted in practically every letter they mail without paying additional postage.

They will be interested in this direct way of reaching men who are directly interested in their products.

And it will result in good extra business for you.

Be sure you have the right kind of blotting—the kind that will do you credit and please the trade.

Write for samples of

Standard	Prismatic
Sterling	Royal Worcester
Curi-Curl	Defender (enameled)

STANDARD PAPER MFG. CO.

Largest Producers in the World of Fine Blottings

RICHMOND, VA., U.S.A.

WARREN'S COATED PAPERS

J. M. Dent & Sons, Limited
Sole Agents in Canada for

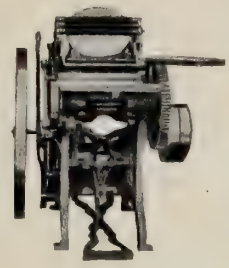
John Dickinson & Co.

Limited

Main 585 25 Melinda Street

TORONTO

Presses For Quick Sale—See Prices

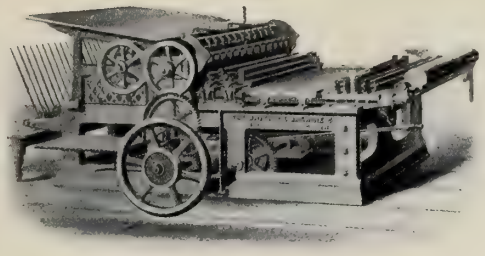


First-Class Rebuilt Machines Selling at a Sacrifice

Challenge Gordons 10x15
in
First-Class Condition, $175

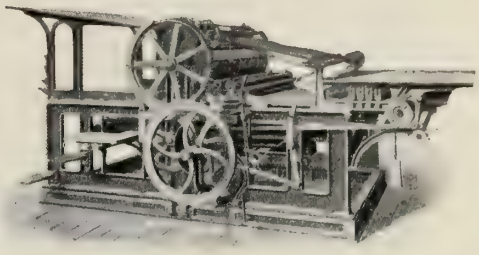
Westman & Baker Gordons
No. 1 8x12 $130
No. 2 10x15 $200

First-Class Newspaper Machines



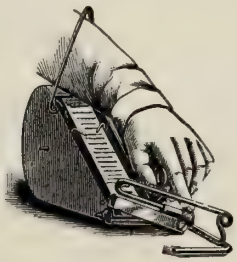
POTTER TWO-REVOLUTION, rear delivery, capable of handling anything a rear delivery press is built for. Will print a 7-col. quarto paper. Price, $700.

Regular selling price of these machines about $1,000



CAMPBELL TWO-REVOLUTION, front fly delivery, bed 37 x 52, good condition, overhauled; just the press for country office; easy on power; 4 form rollers; as illustrated. Will print 7-col. quarto. Price, $700.

MANTON BROS., 105 Elizabeth Street, **TORONTO**



THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER
A COMPLETE LINE COMPRISING
Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies
Bonds · Diplomas Checks Charters ·
Goes Corporation Record
also
Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.
· SAMPLES ON REQUEST ·

SUPERFINE LINEN RECORD

Facsimile of Watermark

There is satisfaction on the pressman's face when he observes the result of his work on Superfine Linen Record. His customer's face reflects the same look of satisfaction.

A Basis for 1919 Success

Then as a good basis for 1919 success resolve to encourage the use of more high grade paper. Let us help you by supplying printed samples that you can carry to your customer.

MADE-IN-CANADA

White - Azure - Buff

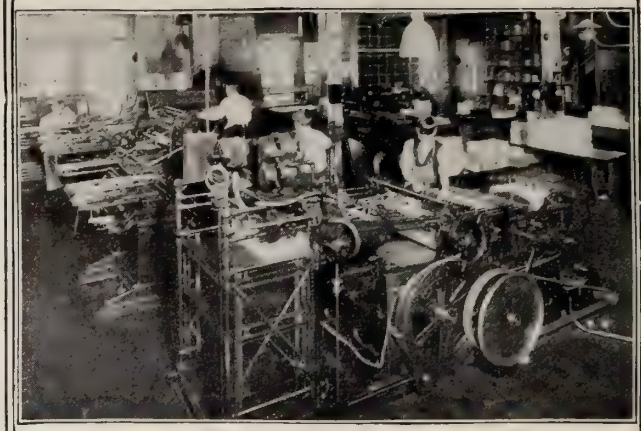
Makers also of

EARNSCLIFFE LINEN BOND
EMPIRE LINEN BOND
COLONIAL BOND
MOUNT ROYAL BOND

THE ROLLAND PAPER COMPANY, LIMITED

High Grade Paper Makers

MONTREAL, P.Q.



"Not a minute's trouble in all these years—most satisfactory motors I ever used."—*Hollowell.*

Nine years ago the Tengwall Company, Chicago, world-famous for their loose-leaf ledgers, installed their first Kimble Motor.

So satisfactory was it that the complete "Kimbleizing" of their plant followed during the next two years.

Mr. W. Hollowell, the Secretary and Manager of the company, is speaking:

> "I have operated motors of seven or eight different makes in the last twenty years, but during the seven years since this plant was equipped throughout with
>
> KIMBLE MOTORS
>
> we have had not a minute's motor trouble. They are the most satisfactory motors I have ever had anything to do with."

The Kimble equipment includes motors of all sizes, for Cylinder Presses, Job Presses, Ruling Machines, Perforating Machines, Wire Stitchers and for Blowers that run the ventilating system.

The dividends that Mr. Hollowell's motor investment has earned, in the increase of plant output, decrease of labor and electricity bills, and reduction in stock spoilage, would run into big figures.

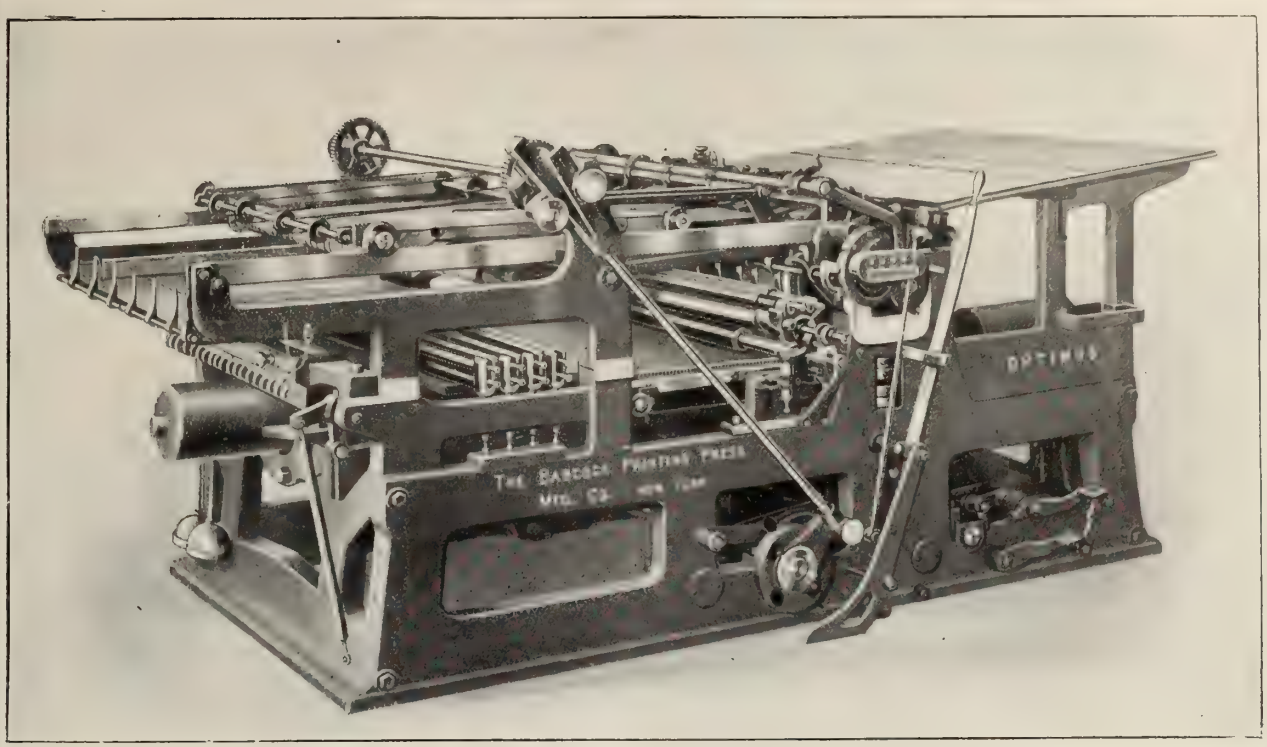
Whether you need only one motor or a complete plant equipment, send for our Bulletins.

KIMBLE ELECTRIC CO.

Great West Electric Co., Limited
57 Albert St., Winnipeg, Manitoba, for all points west of Port Arthur and Fort William.

Masco Company, Limited
87 Queen St. East, Toronto, Canada, for all points east of Port Arthur and Fort William.

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT



BABCOCK PONY "OPTIMUS" PRESSES

Have never been equalled in printing small forms, with big profits.
No. 35 prints a sheet 23" x 33" or 22" x 34".
No. 41 prints a sheet 25" x 38".
No. 43 prints a sheet 25" x 38".

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT. 38 PARK ROW, NEW YORK CITY.
Miller & Richard, General Western Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba.

More Business for 1919

We glory in the war-time success of Canadian printers, lithographers and publishers. Your prosperity is ours. Your efforts to build a greater printing industry are solidly backed up by our constant endeavors to produce for you the finest INKS AND ROLLERS possible, and worthy of the honored name "CANADA."

CANADA PRINTING INK COMPANY, LIMITED
15 DUNCAN STREET, TORONTO

1919

The Miraculous Birth of a New Era

TO-DAY we stand upon the threshold of what promises to be the greatest New Year of all. An age is fast dying. The giant mechanical age, the era of soulless materialism has, in defiant desperation, disembowelled itself with its own sword. And though the world is still convulsed with the hideous groanings of its dying agonies, we behold with wondering awe the miraculous birth of a new era that gives presage of becoming the mightiest in the long history of the human race.

We shudder at the thought of what the world would have been if the Central Empires had imposed their will in Europe and in other continents. We have seen what militarism can be and has been. It is cruel, treacherous and inhuman, and had it emerged triumphant the world would have become a jungle knowing only the reign of the beast. Right would have been belied; brute force would have held sway. We have been redeemed from this. We have escaped as by a miracle, and God has been the author of the wonder. Militarism has been discredited in the eyes of its own devotees, democracy has been crowned with triumph, and the moral gain of this great world tumult is beyond our power to compute. Our gladness is more than national for we rejoice to know that all other lands will share the freedom and the ethical uplift of the victory.

* * * * * *

THIS New Year will be a year of splendor. It gives stir and tingle to the blood to be alive in these spacious days. The throbbing pulse of these immortal hours will be felt by future generations. Our children's children will tell the story of the great war's awful drama with thrilling admiration, written as it has been with the blood of our heroic sons, and will tell how after one of the darkest nights a free people have ever known the day rushed suddenly in.

In this new day, born of tears and blood, we behold in clearer vision the true glory of our Empire. We shall henceforth set a new valuation on yonder Island Kingdom and the mighty Empire of which it is the heart and the nerve.

The wonder of its colossal might, the splendor of its traditions and the sanctity of its mission appear to us as never before.

BY REV. HAROLD T. ROE
In the Special Edition of
The Halifax *Herald.*

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

The Great Importance of Having a Rate Card

A Matter That is Receiving Much Attention

OF recent years there has been more attention paid to rate cards than formerly, and it is a good sign to notice that the habit has been extending to the weekly papers. A few years ago it was possible to find a fairly large number of papers that did not have a rate card. They had a sort of schedule printed at the top of their editorial page. It had about as much relation to a real rate card as the time-table that appears on the back of the village hotel menu card has to the entire railroad system.

A rate card should be, above all else, a matter on which the publisher has given his very best effort in thought, estimating and general information. It is a mistake to think that agencies are not interested in your territory. It is a serious mistake to think that the big advertiser, the one with a national campaign, does not study the district that he is going to appeal to. All these matters are carefully noted, and the day is passing when much of an appropriation is sent out broadcast with the man who is paying the bills blindfolded as to what mediums he is using.

A published should have a rate card, and what is more, he should abide by that card for his own protection and for the protection of the agencies with whom he wants to do business. If he does not abide by his published rate, or if he has a special rate that some agency has secured from him in the past, he is going to get into all sorts of trouble, and he is going to pave the way for losing a lot of money and a lot of business. There have been instances of that lately. Complaints have been made in regard to Victory Loan advertising. Some papers secured higher rates than others. But in nearly every case it will probably be found that the rates secured were the rates at which the agency had done business with the paper in the past.

On this page there is reproduced both sides of a rate card that the Weekly Section of the C.P.A. approves of, and attention is also drawn in this article to the rate card that has been adopted for use by the Weekly Section for Eastern Canada. It might be well to draw special attention to the fact that the latter is simply a "form" from which the publishers in various localities can pattern their cards.

It is as necessary to have a rate card as it is to have a price list for job printing. In fact an office that has one will be very likely to have the other, for both of them are indications that the man running the office has a system for doing business, and had abolished the rule of thumb in the making of his calculations. In fact, publishers who belong to county associations that draw up price lists for job printing have long since seen the benefit of such lists. It takes a large part of the element of chance out of their calculations, and the customer is more satisfied that he is being charged the same rate as is being paid for the same work in any of the other offices in the town or district.

It is hard to over-estimate the importance of having a carefully prepared rate card for home and foreign business. Agencies are interested in this work. It gives

Standard Form of Foreign Rate Card and Minimum FOREIGN Advertising Rates for Weekly Newspapers of Eastern Canada.

Schedule of recommended minimum rates for town and village weeklies for display contracts, plate matter, approved at a meeting of a Special Committee in Toronto on Friday, November 22, 1918.

SIZE OF CARD: 3½ x 6 inches. COLOR: Should be such as to make reading easy in artificial light. White is always good. Dark and rough-surfaced stocks should not be used. INFORMATION: On page 2—and similarly on page 3, if card has 4 pages—information likely to be useful to advertising agency men and advertisers may be printed; such information, for example as: population and square mile area of territory served; local population; nature of local industries and farming carried on; local weekly payroll, if an important industrial community; railways serving the community; number of banks, etc., etc. MAP: A thumbnail or larger map showing location of place of publication in relation to nearest city would be a useful feature, if space permits.

N.B.—One side of the rate card should be left blank, or else contain matter of subordinate importance—this is to permit of the pasting of the card in a book or on a larger card, for filing without concealment of any essential data or information. The practice of many agencies and advertisers is to file publishers' rate cards in the manner indicated.

RECOMMENDED MINIMUM RATES

The following Minimum Foreign Advertising Rates for various circulations are recommended:

Circulation: / Contracts for:	500 and over Per Inch	1,000 and over Per Inch	1,500 and over Per Inch	2,000 and over Per Inch	2,500 and over Per Inch	3,000 and over Per Inch	4,000 and over Per Inch	5,000 and over Per Inch
1 Inch and over	.23	25	.28	.30	.32	.35	.38	.40
50 Inches and over	.17	.18½	21	.23	.24	.26	.28	.30
100 Inches and over	11	13	14	.15	16	.18	.20	.22
200 Inches and over	10	.11	.12	.13	.14	.16	.18	.20

Above rates are suggested as minimum only. If your service is worth more, charge more.

The Fairville Plaindealer

FAIRVILLE, ONT.

Established 1896

JOHN DOE, Editor and Proprietor.

Published Weekly on Friday. Sworn Circulation as on date Dec. 31, 1918—**2113**

8 pages; all home print; set in 8 pt., 7 columns to page; columns 20 inches long, 13 ems wide; dated Friday, printed Thursday. Subscription rate $2.00 per year; $1.50 if paid in advance.

DISPLAY CONTRACTS—PLATE MATTER

Effective January 1, 1919.

Alongside reading matter; space to be used at option of advertiser within one year from date of contract; agate measurement—14 lines to inch. Plate matter rates will apply only when complete plates requiring no composition or alteration are supplied.

1 inch and over.....cents per inch
50 inches and over.....cents per inch
100 inches and over.....cents per inch
200 inches and over.....cents per inch

Composition:—Display requiring to be set, 5 cents per inch per insertion additional on plate matter rates.
Reading Matter:—Three times display plate matter rates.
All advertising subject to the approval of the publisher.

POSITIONS

1. Island position, i.e., apart from other advertising, 33 1-3% extra.
2. Top of page and alongside reading matter, or following and alongside reading matter, 25% extra.

SPECIAL ADVERTISING

Financial and annual statements of banks and other corporations, whether having ordinary contracts or not, also political and election advertising, double rates for ordinary display contracts.

CONDENSED ADVERTISEMENTS

1c per word for each insertion. Minimum charge, 35c.

AGENCY COMMISSION

Commission allowed only to advertising agents recognized by Canadian Press Association, Inc.

SHORT RATES

When space contracted for is not used within the contract period, the buyer will be required to pay the difference, if any, between the contract rate and the card rate for the space actually used.

Less than one month, 30c per inch per insertion, without regard to amount of space used.

Business Cards

Not exceeding six lines, per year, $6.

Transient Advertising

(Minimum Rate)

First insertion, per inch 50c
Each subsequent insertion, per inch 25c

Transient advertisements, other than Government, Municipal and Legal, include such advertising as "Notice," "Tenders," "For Sale," "For Rent," "Wanted," "Lost," "Found," "Auction Sale," "Concert," and other Theatrical and Amusement Announcements.

Legal Notices

Twelve cents a line for first insertion, eight cents a line each subsequent insertion, 6-point basis.

them the information they want and which they must have if they are to have an intelligent idea of your paper and the district it serves.

Make sure that agencies are advised well in advance of any change you make in your rate cards. Send several copies preferably by registered mail. And above all else protect the agencies to the extent of having the same rate to all of them. If you change your rate the agencies will not know unless you advise them of your move.

The Western Newspaper Rate Card, referred to above, was approved at a business meeting of the Manitoba Division of the Canadian Press at Winnipeg in Sept. of 1918. The card follows:—

WESTERN NEWSPAPER RATE CARD

(Commercial Display Only)

This advertising rate card is based on a circulation of 500 copies or less. Add one cent for each additional 100 copies:

	1 Year Per in.	6 Mos. Per in.	3 Mos. Per in.	1 Mo. Per in.
5 columns	12c	13c	14c	15c
4 columns	13c	14c	15c	16c
3 columns	14c	15c	16c	17c
2 columns	15c	16c	17c	18c
1 column	16c	17c	18c	19c
½ column	17c	18c	19c	20c
¼ column	18c	19c	20c	21c
3 inches	19c	20c	21c	22c
2 inches	20c	21c	22c	23c
1 inch	21c	22c	23c	24c

Swiss Papers Scored a "Beat"

This much is known: The French authorities, notably Premier Clemenceau, were extremely anxious that the first announcement of the signing of the armistice should be made in the French Chamber. Clemenceau had bound each Minister to refrain from even asking him a question relative to the terms until they were announced in the Chamber. While it proved impossible to conceal the fact of the signing of the armistice more than a few hours, none of the details appeared in the French papers until after Premier Clemenceau had spoken in the Chamber. It is a significant fact, nevertheless, that before this announcement Swiss papers had come into France and were selling on the streets of Paris, in which appeared remarkably accurate forecasts of the terms—forecasts which the French papers were not allowed to reprint, and which the American correspondents were not allowed to cable.

Shorthand Writers In Session

Members of the Chartered Stenographic Reporters' Association of Toronto held their annual meeting, preceded by a banquet, at the St. Charles Hotel. An address was delivered by Dr. John N. E. Brown, Bloor street, on the relation of medicine to stenography. Wm. H. Orr, who was one of the seven reporters, and the only one living to-day who took down the four weeks' debate at the time of the Canadian Confederation in 1865, spoke to the members of how he first came in touch with shorthand and shorthand writing. Mr. Orr is eighty-three years of age. Addresses were also delivered by Special Examiner R. S. Stonehouse; S. W. Brown, recently of Australia; J. Black of the City Solicitor's Department; E. Nield, Supreme Court reporter; H. H. Emerson of the Senate debates reporting staff; F. Berryman, one of the reporters of the Dominion Railway Board, and E. P. Seon. The officers elected were: President, A. G. H. Newall, official reporter of York County Court; Vice-president, R. S. Stonehouse; Secretary and Treasurer, H. O. Taylor of the Supreme Court staff.

Pulp and Paper Burned

Damage estimated by the officials of the company at $100,000 was done by fire at the premises of the Belgo-Canadian Pulp and Paper Company, Shawinigan Falls. The fire is thought to have started through a defective electric wire in a shed used for depositing paper to be shipped. There were 15 cars loaded with pulp and paper in the shed, and these, with the shed, were destroyed. The flames for a time threatened the remainder of the plant, but the firemen managed to confine them to the one shed.

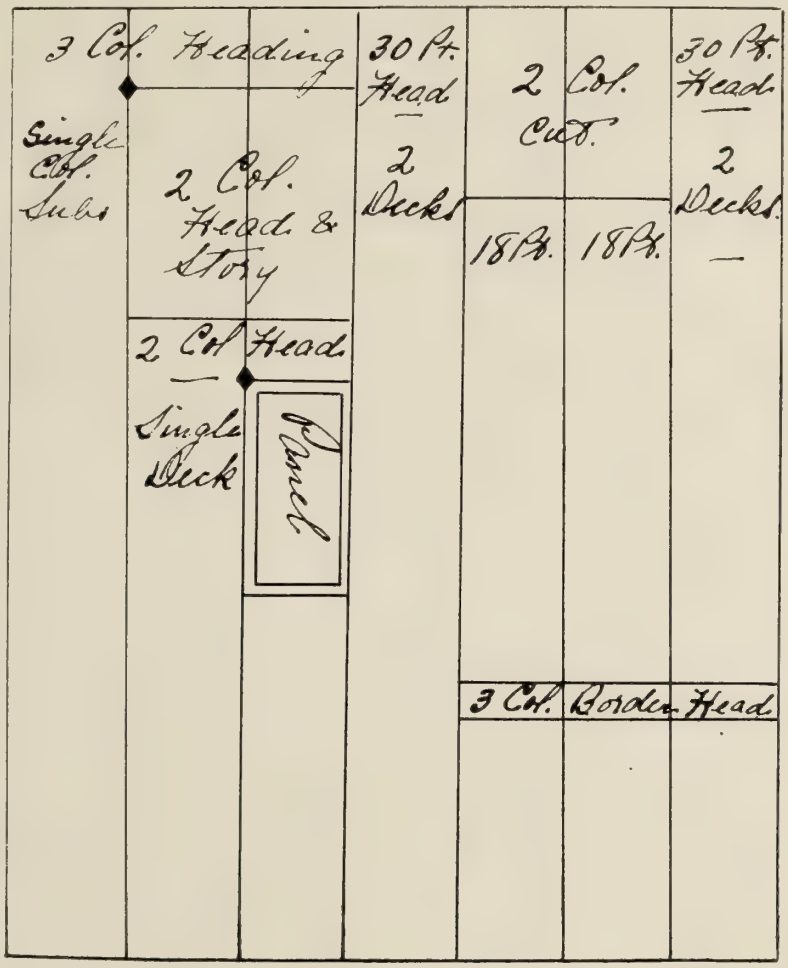
Canada's pulp and paper exports lead all manufacturing industries, except that of explosives.

Canada's exports of pulp and paper products create "exchange" for Canada, in the United States, at an average rate of $205,000 a day for every working day in the year.

Building the Front Page as the Copy Comes In

Certain of Results and an Attractive Study

WRITING to PRINTER AND PUBLISHER, the news editor of one of the smaller Ontario dailies, discusses the using of a dummy page in the putting together of his front page. He seems to be rather uncertain as to whether this is the best plan or not. Apparently in this particular office they have a man on the make-up who is particularly capable, and also is blessed with a good sense of the value of a story. In other words he will not bury good stuff in inside pages, neither will he parade the report of a sermon in the upper right hand corner of the front page. If this editor can write headings at random, without keeping tab on them, or having a correct idea of how many single, double, or threes he has turned out, how many panels he has, or how many machine heads, and trust his make-up to sift the thing out for him, he is fortunate. At the same time we would not care to recommend offices in general to go ahead on similar lines, neither would the average office be at all thankful for any such advice in the matter.



The making up of a front page is one of the most interesting studies that an editor can turn his hand to. If he is still in the class of those who trust to luck, or of those who follow a hard and fast rule regarding the placing of certain headings, he is denying himself entrance to one of the best fields of study and interest in the whole printing house business. The man who gets a set style, and stays with it day in and day out is also missing some real enjoyment.

For the editor who likes to see a well-put-together front page it is real interest to plan a new front page every day, and work it out as his news comes in, leaving nothing to the man on the stone but the putting together of the page in the form. In fact it would be impossible to imagine that an office that makes it a business to get on the press every day at a certain hour could get results in any other way. The man who likes to plan pages is always on the lookout for ideas. He looks over the American exchanges. He sees ideas that look good to him. He takes them and changes them to suit his type faces and space. His contemporaries in other cities have new ideas. He watches for them. If they are good he will heed them. He need not copy them in detail, but he can use their idea to hatch one of his own. The whole thing becomes a fad and a delight to him and he watches for the paper coming from the press with a new interest each day.

The make-up man in the average daily office has not the time to tinker with a front page. When it comes within twenty minutes of press time his chief ambition is to get that last page off the stone and away. He is not thinking of balance, of 30 or 18 heads, nor of pieced column rules. He works on the knowledge that a straight line is the shortest distance between two given points, and that the business office is willing to sacrifice a lot of artistic effect if the paper reaches the press room three seconds ahead of schedule.

On this page there is reproduced a specimen page filled in. It is about what might be seen in any daily paper now. Just in passing it is worth noting that nearly all the papers have departed entirely from the severe "balance" that used to be looked for on the front page. Time was, not so many years ago, when a thirty in one corner had to be strung up against a thirty in the other corner like a pound of sausage balanced against a pound weight in the butcher shop. Likewise a two-column in one corner would have to know that a two-column was roosting in the opposite corner. When the page was produced the reader may have wondered sometimes whether or not he was seeing double. However, it was a great improvement over the front page that used to carry everything the office boasted in the way of heading type, pitchforked together, locked up and chased down the hoist.

The front page that has balance toned down with common sense to take the severe lines off is the front page that is popular now. It gives very wide scope for display work. It is often easier to have one good outstanding story for the day than two which have the same news value. Hence it is easier to build from a three-column heading in the left hand corner than to start with a pair of two's in the left and right corners.

Panels for one- or two-column articles help in display work. The cut slug is still the most certain way of getting a neat job, and in offices where saw trimmers are in operation it is not a hard matter to cut matter to eleven ems for single column panels. The two-point rule used can be machine cast, with the shoulder turned to the type matter to provide the space between the type and rule. This allows for a six-point slug around the outside and keeps the panel well away from the column rules, giving a pleasing effect that is impossible

to secure when panels are made up to the full width of the column.

Those who have given much thought to the matter are pretty well convinced that a two-column line of reading matter is about the limit for easy reading. When body type runs across three columns the effect is questionable. It is harder to follow the lines, and if the type is solid or small the matter of getting the eye started on the right line every time is also a source of annoyance.

Many offices make it a standing rule in regard to the number of leads that a certain sized heading shall carry. Others make it the first paragraph. This practice is good, as it tends to secure uniformity that is highly desirable. Attention should also be paid to the use of termination dashes, cut-off rules, and a special rule to use when a panel or other heading comes in the arm of another article. These can be made by casting a small diamond-shaped piece on the end of a 13-em single rule, allowing a piece to project over the end of the slug. Of course, these will break if they ever get a chance to get between the planer and the column rules, but they are easily renewed. It is close attention to all these details that in the aggregate produces the pleasing and attractive front page.

One of the best ways to judge how your page is going to look in the newsstand is to double it so that only the top half of the page appears. As a matter of fact, your display is made or lost on the top of the page. It remains only for the bottom half to behave itself fairly well in the matter of balance, and your page is satisfactory.

PRINTER AND PUBLISHER would like to have this matter discussed by the men who are actually getting out front pages now. If they have better ways or easier ideas we would be pleased to pass them on so that others may have the advantage of reading and noting them.

Politics Interfering With Efficiency

What's Wrong With Ottawa Bureau

By the Ottawa Representative of MacLean Papers

OTTAWA, Jan. 10.—Some little time ago the Government appointed a commission to investigate the Printing Bureau and inquire into the cost of Government printing. The personnel of the commission was as follows: E. Slack, managing director of the Montreal *Gazette;* Eugene Tarte, of *La Patrie;* and J. Lewis, of Southam Limited. The investigation is still going on, and no official report has been issued; but an Ottawa paper published an article to-day in which it is alleged that "amazing extravagance" has been discovered. It is said that publications turned out by the Bureau cost in some instances as much as 60 per cent. more than they should; that the Bureau is greatly over-manned and that salaries are in many cases excessive. No reflection is made upon the work of the King's Printer; but the extravagance and inefficiency are being put down as due to lack of system.

A very casual inspection of the Printing Bureau would be sufficient to warrant the expectation that efficiency did not dwell there. It is situated beautifully among the trees at the further end of the park running along the river, past the Chateau. Approaching it, one might imagine it to be a rest home of some sort, perhaps for aged and infirm printers. If the time of the visit happened to be about twelve o'clock, when the employees are streaming out to their mid-day meal, the impression would be confirmed. There are, of course, young people in the throng, but the proportion of old men, many of whom would seem to be long past the age of work, is very noticeable.

The ills of the Printing Bureau seem to have been correctly diagnosed in a report issued by the joint committee of the House on Printing, which will be found in the Votes and Proceedings of the House for May 23rd, 1918. This committee investigated the Bureau. It found that the building contained plenty of space for the purpose to which it was applied; that the policy should not be to enlarge the building, but to make a better selection of the plant it contained, replacing obsolete machinery by a more up-to-date plant; that the system of carrying standing matter should be done away with, to make more room, presumably; that a system of pensions for old employees would add efficiency to the plant; and that fewer but more modern machines would increase space and save wages.

This report covers the situation pretty thoroughly. The plant is a refuge for old employees, who cannot be efficient, but who will not resign so long as they can hang on, as there is no pension system; and, like all Government offices, it is over-manned. The course of patronage is as evident here as elsewhere in the Government employ. No plant manned as the Printing Bureau is could possibly be efficient.

There is also said to be a constant system of interference with discipline which makes the latter impossible to obtain. A case arose recently in which an employee was suspended for insubordination. He was reinstated, but showed no improvement, and went so far as to take up his case through the papers. He was discharged, and the chapel in the Bureau took the matter up with the Secretary of State under whose department the Bureau comes. He refused to interfere, and upheld the disciplinary power of the Bureau. Eventually the man apologized and was taken back.

There are about twelve hundred employees in the Bureau, all told. The same scale is paid as in Montreal and Toronto, for a 48 hour week, with the same rates for overtime and double pay for statutory holidays, of which there are many in all Government offices, and in addition each employee receives two week's holidays a year, with full pay. There would not seem to be much to complain about; but it is said the employees think the same hours should obtain as in Government offices, from 9 to 5.30. The Bureau is an open shop, but the men hold chapel meetings, and, until the practice was abolished, used to do so on Government time.

The cost of production, so far as the purposes of an internal cost system is concerned, should be low. The Bureau is provided with free rent, fuel, light, power, taxes, insurance, and plant. It pays for stock and other material, wages, and other incidental expenses not covered by the first list.

There is absolutely no question that efficiency could be put into the plant, by adopting the recommendations made by the joint committee, but when this is attempted, one runs up against the same old handicap that is met with everywhere—politics.

Big Sale Put Through

The McNeil newspaper properties in Bridgeport, Ct., among the strongest, most prosperous and most influential in New England, have been purchased by Edward Flicker, former publisher of the Cincinnati *Enquirer*. The properties comprise the Bridgeport *Evening Post*, the Bridgeport *Telegram* and the Bridgeport *Sunday Post*. The price paid was $1,200,000, and the deal was negotiated by Aubrey Harwell of Harwell & Cannon. Early in 1912 the *Telegram* was purchased by the McNeils and in June of 1914 a consolidation with the *Post* was effected. At this time the circulation of the *Telegram* was approximately 11,000 copies a day and that of the *Post* 12,000. The combined circulation to-day exceeds 50,000, equalled by only one other newspaper in New England outside of the big Boston papers.

The Brantford Courier Ceases Publication

Circulation List Sold to the Expositor

ALTHOUGH it had been known for some time that a deal was on the way in connection with the newspaper situation in Brantford, it came as a bit of a surprise and shock to read the announcement in the Brantford papers a few days ago to the effect that the Brantford *Courier* was going to suspend operations at the end of the year. The *Courier* has been with the publishing interests of the Dominion for a long time, and it is not encouraging to see a paper that has the number of years' service to its credit passing out under the stress of increasing costs of publication and the decreasing purchasing power of the dollar.

The affairs in connection with the *Courier* were somewhat complicated. The business was taken over from Reville Bros. about four years or so ago, R. H. Reville, the business manager of the paper, dropping out at that time, but Douglas Reville, the editor, retaining his interest and position in the paper as formerly. A company of Brantford gentlemen, largely sympathetic to Conservative interests, were behind the reorganization. Unfortunately they started in a time when the publishing business was about to be sorely tried by reason of the outbreak of the war. Conditions, according to information given by officials of the company to PRINTER AND PUBLISHER, were quite satisfactory recently, and prospects were good. In fact the business done in November was about the best month in the history of the entire business.

Negotiations were opened some months ago with the Southam Company of Hamilton, and the sale of the property was made. Principals of the old *Courier* company claim that the intention at that time was that the new owners should go ahead and develop the property, using their capital and newspaper experience for this purpose. Apparently after some investigation the new owners decided that there was not room for two papers to live in Brantford and make money out of the proposition. The result was that a deal was put through whereby the *Courier* circulation list was sold to the Brantford *Expositor*. Just what disposition will be made of the plant has not been stated.

One of the Conservatives of Brantford, who had taken some interest in the matter, stated to a representative of this paper a few days ago that the Conservatives did not like the idea of being without a paper in that district. He was of the opinion that there would be another paper started there, but just who would be behind it he did not know. This may come to pass some time, but for the present it looks as though the city of Brantford had been placed on the one-paper list. It will be rather interesting to watch how the *Expositor* gets along there when it comes to an election, because for a good many years the people along the banks of the Grand have had the habit of taking their politics rather seriously.

There are some publishers who contend that the political stripe of a paper is going to count less and less in Canada. They base their belief on the fact that during the war the Union Government in Canada brought members of the old parties very close together, and that it will have to take a very serious break to again bring about the strained feeling that used to exist. There is no doubt considerable truth in this assertion, but it must also be remembered that there has not been a real old-time political contest to test out the strength of this theory.

Publishers, as well as many readers of the paper in Brantford, will regret the passing of the *Courier*, and the retirement of Douglas Reville from the field of daily journalism. Although Mr. Reville will tell you probably that he is not wearing any widow's weeds in connection with the passing of the paper that he has edited for some thirty-eight years, it is rather hard to imagine that he could simply drop out without a touch of regret.

PRINTER AND PUBLISHER is pleased to reproduce a reminiscent editorial from the pen of Mr. Reville. It was the last one written, and is rather historical in its scope, as well as serving the purpose of making a very graceful adieu to the Brantford field:

RETROSPECTIVE

As before related, the pioneer paper of Brantford was the *Sentinel*, issued in the Conservative interest in 1833, and established by Mr. Keeler. In 1839, Mr. Thomas Lemmon, a brother-in-law of Mr. Keeler, arrived from Ireland and, acquiring the *Sentinel* plant, launched a more ambitious sheet, under the title of *The Courier*.

In 1840 a second paper was launched, the *Herald*, edited by a gentleman of marked literary ability, Mr. Wellesley Johnson. Another editorial writer was Mr. Michael Foley, who later became Postmaster-General in the Government of Hon. John Sandfield Macdonald. The *Herald* changed hands more than once, and in 1861 expired, having at the time only fourteen names on the subscription list. Previous to its exit, a Reform paper, the *Tribune*, was established by a Mr. Steele, but it did not have a very lengthy career. Another paper, the *Conservative Expositor*, was floated in 1852 by Mr. Henry Racey and Mr. C. E. Stewart. Mr. Racey soon dropped out and Mr. Stewart obliterating the prefix "Conservative," turned it into a Reform sheet, which the publication has ever since remained.

In June of 1872 Mr. E. G. Hart floated another Conservative paper, called the *Brant Union*. Later it became the *Telegram*, and flourished for many years, but finally went out of existence, leaving the *Courier* and *Expositor* the sole occupants of the journalistic field.

Brantford once boasted a comic paper, the *Snapping Turtle*, but it turned turtle in very truth after a short career.

The strangest chapter in the annals of the Brantford press was a sheet called the *News*. A man from the other side named Percy was the editor, and he made it a custom to write insinuating articles with regard to well-known citizens and then to show them the proof. If they paid him a certain sum, the attack was not published; if they failed to put up the cash, the slanderous effusion saw the light of day. This blackmailer was thrashed time and time again, and on one occasion was so severely handled by a muscular gentleman that he was in bed for a considerable period. He was also once imprisoned for criminal libel, but still continued his nefarious trade. Finally it was discovered that he had two wives living, and no time was lost in bringing them together. Percy got wind of what was coming and precipitately left the town, leaving a bunch of mourning creditors.

His office was artistically fitted up, but most of his callers did not have time to notice that.

However, it is of the *Courier* that these reminiscences have to do in particular. Perhaps a better idea of the length of its career can be more clearly brought home by reference to the fact that in 1839, when first issued under that title, Queen Victoria was in her twentieth year, and had only occupied the throne for two years. Gladstone and Disraeli were both young members of Parliament. Canadian Confederation was over a quarter of a century away, and the Crimean War was not fought until fifteen years later. These fragmentary references will serve to illustrate the lengthy period during which this paper has mirrored local and world events, and always thrown its influence on behalf of what it deemed to be measures best calculated to promote the welfare of this community, and in the larger Provincial and Dominion fields. It existed when Brantford was merely a village, and men resided here who had been well acquainted with Brant.

As before related, the first proprietor, Mr. Thomas Lemmon, came from Ireland, proceeding by boat to Toronto, and thence by stage to Brantford, for railways did not

then exist. Upon the demise of Mr. Lemmon, his son, Major Henry Lemmon, became proprietor, and he continued in the ownership until 1890, when his two nephews, "Reville Bros.," assumed control. Their partnership lasted until some five years ago, when "The Courier Printing Company" became proprietors. This latter concern sold out to Mr Southam, of Hamilton, some four months ago, and he in turn made the present disposal of the business.

The *Courier* was located in many places before the present building was erected, and the plant was twice destroyed by fire.

The writer has seen many editors come and go, including the late Sheriff Watt, whose work on the *Expositor* was always of a notable description, the late Mr. Grayson and J. P. Jaffray (now in the States), of the *Telegram*, and so on. One of the most brilliant of the lot was Fred Swire, a graduate of Dublin University, and a regular Mark Tapley for cheeriness. He caught a heavy cold while on a visit to Toronto, and this developing into pneumonia, he passed away there. Almost the last thing he said was: "I'm so glad I'm dying here, as there is a much better choice of graveyards than in Brantford." And that brings to mind the remark of the late Dr. Kelly, at one time a Brantford editorial writer, who, towards the end, when asked which of two ministers he would like to see, replied with his well-known smile: "You can send 'em both round if you think I can do either of them any good."

It is not a vain boast to say that the paper has had a clean and honorable career throughout, with all financial obligations ever met in a most faithful manner, and with its influence absolutely unpurchasable. The retiring editor assumed control of that department over thirty years ago, and can affirm that the *Courier* columns have never been used for the venting of personal feeling, and that it has been a standing rule of the office that political opponents, in reports of their meetings and so forth, should be given the square deal, however much they might on the editorial page come in for that criticism to which public men are always subject. Hearty thanks are returned for kind expressions during the past few days, and it is a pleasure to have had such generous manifestations of the fact that the oldest business in Brantford says farewell amid the unfeigned regret of so many.

For the greater convenience of our employees, and in order to avoid the broken week ending with Dec. 31st, this will be the last issue of the paper.

A Happy and Prosperous New Year to all.

Sincerely, F. D. REVILLE.

Belgian Editor Showed Plenty of Pluck

The *Libre Belgique*, famous little patriotic paper printed and circulated by "underground" methods in occupied Belgium, celebrated in August its fourth anniversary by publishing a special number with a protrait of General von Falkenhausen, German governor-general, with a scathing article holding the general up to derision.

In some inexplicable way von Falkenhausen found a copy of the paper in his overcoat pocket. In his rage he summoned forty of the most skilful Berlin detectives and ordered them to find the culprits at all costs.

The Berlin detectives succeeded in finding the printing office where the last number had been printed and arrested the printer, who was sentenced to twelve years' imprisonment. Then the detectives proceeded to celebrate the victory with a hilarious banquet.

Within two weeks the *Libre Belgique* reappeared with a photograph of the detectives' banquet and sarcastic comments. Again the governor found a copy in his pocket.

Charles E. Chapin, former city editor of the New York *Evening World*, has been declared "legally" sane by the Lunacy Commission appointed after Chapin had killed his wife early last September.

Under the ruling of the commission, Chapin will have to stand trial on the charge of murder in the first degree.

Border Cities Star Takes Detroit Ads.

ANNOUNCEMENT was made by Clarence Lanspeary, of the advertising committee of the Border Cities Retail Merchants' Association, at the regular meeting, that the *Border Cities Star*, Windsor, had decided to follow the policy of the Windsor *Record*, which it succeeded, and accept advertising from Detroit merchants.

When the subject of a new paper in Windsor to compete with the *Record* finally reached a concrete basis during the summer of 1918, representative merchants of Windsor waited upon W. F. Herman, proprietor of the Saskatoon *Star* and the Regina *Post*, and interested him in the project. Advertising contracts providing for the use of approximately $50,000 worth of space to be used in six months by Canadian retailers were secured by a special committee of the association, and on the understanding that Windsor merchants would support a new paper, Mr. Herman consented to open negotiations.

After unsuccessfully attempting to secure a franchise, Mr. Herman finally purchased the *Record* from John M. McKay at the large figure of $150,000. He took possession September 1, 1918.

Newspaper publishers and advertisers throughout Canada and the United States watched with interest the experiment of a group of small communities, located on the border, with the assistance of the local newspaper excluding Detroit advertising, entering into competition with larger stores in close proximity that could, in many cases, sell various lines of merchandise at a much lower figure than the same goods could be purchased in Canada.

The advertising rate was increased from 25 cents per inch to 50 cents, and although they themselves unanimously admit that a much larger circulation, a much better paper, and increased operating expenses, and the purchase of new equipment justified such action, the merchants, in the majority of cases, did not use the space they had contracted for, and the paper lost money, with the result that its columns will now be open to competitive Detroit advertising.

Discussing the situation, Clarence H. Smith, president of the association, declared

"Gentlemen, there is little use discussing the matter. Mr. Herman has definitely made up his mind. Frankly, we have had our opportunity, we lost it and now we must pay the penalty. Mr. Herman has lost money here and we could not in fairness ask him to delay his decision and give us another chance as every day lost means considerable money to him."

Now That the Muzzle Is Off

Kingston *Standard*:—One beauty about the war being over is that newspaper editors in Canada are now permitted to breathe above a whisper in their newspapers, and to say a few words of fair criticism without living in fear and trembling lest they be hanged, drawn and quartered because running counter to some mysterious Order-in-Council of which they never even heard. Now, happily, the days of Government by Order-in-Council are passed, and we are actually going to be permitted not only to know what is going on in Government—but also to talk freely about it. It's great to be alive again!

The Glorious Days Ahead

Montreal *Gazette*:—Among the sufferers from the censorship is *Le Matin*, of Paris, which has had everything blotted from the front page but the headlines. The newspaper probably forgot that the war is not officially ended, and published facts as it saw them, with comment in keeping. Cheer up! Paris confrere. There is a good time coming, when newspapers may wax indignant and denounce and praise to their heart's content. The censors will be banished when the armies all go back to their peace-footing.

Trade Journalists Tell of Guilt

The following letter has been addressed to President Wilson by the members of the American Trade Journalists' party, which recently visited the British, French and American battlefronts:

Dear President:

"We, the undersigned American citizens, address you to further the sacred cause of human justice and right.

"For days we have been passing over the battlefronts and through the ruined cities and obliterated villages of Belgium and France. We were among the first American civilians to survey this area of desolation and we have been profoundly moved.

"The devastation and ruin thus wrought are not the work of one man or a group of men, they are the result of a system of politics which have been executed with thoroughness by a willing people. Evidences of organized pillage and vandalism are seen on every hand.

"Every law presupposes a penalty for its violation. The laws of nations that civilization has so painfully built up through the centuries have been wantonly violated for four long years. To fail to enforce these laws now would be tacitly to concede the power of repeal by the criminals themselves. These laws must be re-established. To our minds the enforcement of complete restitution and reparation by the people of Germany, and the punishment of their leaders and their guilty agents for the crimes committed in violation of existing laws against piracy, murder and pillage, will do more than anything else could to insure that future laws made by agreement of the nations will be observed.

"We are writing this to you knowing that the sentiments expressed would receive the support of all Americans could they see these things as we have seen them and have heard the evidence from the lips of the unhappy victims."

The letter is signed by Henry G. Lord, of Boston; Roger W. Allen, Arthur J. Baldwin and H. M. Swetland of New York; Samuel O. Dunn, of Chicago; Herbert L. Aldrich, of New York; H. Cole Estep, of Cleveland; Harry E. Taylor, Edward H. Darville and Howard C. Parmelee, of New York, and Frederick F. Cutler, of Boston."

Mr. Lord is publisher of the *Textile World Journal*, Mr. Allen is president of the New York Business Publishers' Association, Mr. Baldwin represents the McGraw-Hill Publishing Company, Mr. Swetland is president of the United Publishers' Corporation, Mr. Dunn is editor of the *Railway Age*, Mr. Aldrich is on the staff of *Marine Engineering*.

500 Eighth Sheets for $1.50

There is a printing office in a certain Ontario town where they work for their health and not for a livelihood it would seem. This is according to some information furnished PRINTER AND PUBLISHER, with the request that no names be divulged. In this town there is a "movie" theatre (what town has not, for that matter). But this movie house is very much alert to advertising possibilities and plasters the town with posters when a good bill is being provided; all of which should mean "good business" for the printing office of this town. But unfortunately it does not mean "good business"—not for at least one of these printing offices—which prints 500 eighth-sheet posters for $1.50. The stock used was colored D. D. news and the typesetting would run into an hour's work; or close to it. Then there is the lock-up, make-ready and running to be considered. All this for $1.50, without considering overhead expenses. This is competition—strangling with a vengeance. The competitor in this case charged $3.25 for a like poster and a like number. This is a fair price in our opinion.

There are printing offices in the larger cities which do work sometimes at ridiculously low prices, even as in the smaller centres, but the fair-price job printer in Toronto would ask $3.50 to $4.00 for 500 eighth-sheets similar to those done for $1.50.

The printer who charges $1.50 for 500 eighth-sheet colored posters is not making any profit himself and he is standing in the way of those who would.

In this particular case the theatre manager may have been generous with his free passes, but that is no excuse for doing work that is certainly not profitable under any circumstances.

Our correspondent employs a cost system. One dollar an hour is used as a basis, a third being added to the cost of paper on small jobs, similar to the eighth-sheet on which he quoted $3.25 for 500. This system enables our correspondent to arrive at a fair and proper price apparently, but the system that we would recommend includes a regular standard table of prices for various classes of work, planned after the price lists shown in our October and December issues.

The Question of the Banded Envelope

Oxbow, Sask., Jan. 7, 1919.

Printer and Publisher, Toronto, Ont.:

Sirs:—The last issue of your valued publication contained a suggestive and timely article with reference to the time-saving possibilities of discarding the bands on envelopes. The Grand Rapids printers have raised a splendid idea and we are perfectly in accord with the suggestion, yet we feel confident they have lost sight of the greatest grievance and objection to banded envelopes.

I think the fact is generally known among pressmen that the average commercial banded envelope is a great deal harder to feed to a gauge than an unbanded envelope. I do not wish to dispute the convenience of the time-honored and good old custom of envelopes being neatly bunched in twenty-five's, and, while I might say I am not particularly versed in the manner in which envelopes are put up, yet I have been told on good authority that envelopes are cut, gummed, and banded and boxed ready to ship almost in the one process, with the result that the glue dries and when envelopes are packed away in a dry, warm room they naturally expand, giving each envelope in the box of 500 a semi-circle, especially so near the flap. This trouble is not quite so noticeable in the more expensive line of envelopes, but my experience has been, and we use a good quality of envelope, too, that this trouble exists quite generally in the ordinary grades of envelopes.

I have seen hours wasted in a printing office just through this trouble, and when the job was completed the good effect of your printing was lost by the creases made in each envelope.

Could the trouble not be overcome by discarding the bands and using the same size boxes? I believe it would improve matters by turning 250 in each box with flaps up and 250 with flaps down. This is only a suggestion, and I am not inviting too sharp a criticism, but I believe that if envelopes were so packed considerable time would be saved to every printing concern throughout the country.

Yours truly,
H. D. PEDLAR,
The "Oxbow Herald."

Fair of Interest to Publishers

The British Industries Fair organized by the Department of Overseas Trade (Development and Intelligence) of the British Government will be held in London from February 24th to March 7th next. The coming Fair will be confined to the same trades which have participated in the last three Fairs, and about 600 British manufacturers will be exhibiting the following classes of goods, viz: China and earthenware, glass of all descriptions, paper, stationery, stationers' sundries, printing, fancy goods and travelling requisites, toys and sports goods. Information with regard to the Fair, and invitation cards may be obtained upon application to either G. T. Milne, H. M. Trade Commissioner at 367 Beaver Hall Square, Montreal, or F. W. Field, H. M. Trade Commissioner, 260 Confederation Life Building, Toronto.

THE OTHER PUBLISHERS' BUSINESS

Special Advertising, Circulation and Editorial Plans

The Glencoe *Transcript* missed a week's publication recently in order to make alterations and repairs to the plant.

The Smithville *Review* gives notice that it intends to change its subscription rate on February first to $1.50 a year. It has been $1.00.

Newspaper, book and job handmen and operators of Guelph, Ont., are receiving $20, an increase of $2.50, with an advance of $1 next October.

James A. Evoy, publisher of the Carp (Ont.) *Review*, gives notice that starting at the first of the year the subscription price will be $1.50 per year.

R. H. Davey has sold his paper in Uxbridge and purchased the Cayuga paper which he had previously owned. G. E. Hudson of Cayuga has purchased the *Herald*, Hespeler.

The *Canadian Observer* of Sarnia has made about as rapid progress during the last few years as any paper possibly could in its field. The Christmas number of 32 pages was a particularly creditable effort.

The Toronto *Globe* issued its annual financial survey a few weeks ago. Contributors were well selected, and their review of the various activities was kept well into readable space.

From H. J. Pettypiece, of the Forest *Free Press*—"Every number of PRINTER AND PUBLISHER is interesting and instructive, and the December number, just to hand, is more than usually so. The clubbing rate discussion, the re-set ads and the Wellington County price list are alone worth the year's subscription."

The annual number of *Canadian Machinery* (MacLean Publishing Co.) came out on the 26th of December, and is, according to our recollection, the largest thing of its kind yet attempted. It contained 442 pages with cover. One firm, Canadian Fairbanks-Morse, carried an insert on tinted stock of 64 consecutive pages.

The Gladstone (Man.) *Age* makes this announcement: "Commencing January 1st, 1919, the subscription price of the Gladstone *Age* will be $1.50 per annum. All arrears and renewals made before that date will be accepted at the present rate of $1.00. The advance is made necessary owing to the cost of newsprint and other materials entering into the production of a newspaper."

The Quebec *Telegraph* published a Christmas edition Saturday, December 14th, of thirty-two pages, containing one hundred and fifty columns of advertising. While this was not exactly a record, it was the largest number of pages issued by any newspaper in the city. Advertising throughout the month of December in Quebec has been better than usual and advertisers seemed to appreciate the value by paying more attention to their copy.

Ormstown *Bulletin*:—"To-morrow, Friday, the subscription to the *Bulletin* will be raised to $1.50 per year, and $2 per annum to the States. We hated to do this, but we cannot help ourselves. When we started the *Bulletin* the price of newsprint was $28.50 per ton, and the shipper paid the freight. Now it is $69.00 per ton, and we pay the freight; and freight rates just recently have been increased forty per cent. Newsprint and freight are only two of the increases. Type has gone up 35 per cent., and rollers over 300 per cent."

The *Border Cities Star*, in connection with a "good-fellows" edition, did big business. Forty-five business men of the city who used to be newsboys were shouting "extra" on the street corners and no person could run the gauntlet without contributing. Some big prices were paid—all the way from one cent to $100 for a copy. This year 6,000 papers were turned over to the newsboys of days gone by and the complaint was there were too few papers. Last year only 5,400 papers were sold. W. C. Kennedy, M.P., bought the first paper for $100.

The Estevan *Progress* forwarded to the office of PRINTER AND PUBLISHER a magnificent calendar, the top being a painting "Sunset on the California Coast." The size of the date-marker is what caught us. The lad lugged the holder into the office, and we had to take out the window before it could be opened. Then where to hang the beauty was the next question. It started from the ceiling and trailed on the floor like the lace curtains of old that grew upon the parlor windows. The final disposition is that the Western bull calendar decorates one room in a west-end Toronto school. The school is big enough for some 1,600 pupils each day, hence it was found big enough to accomodate the calendar from the Estevan *Progress*.

Huntsville *Forester*:—"The circulation of the *Forester* is larger than it has ever been. It has advanced over 100 per cent. since the present management first became associated with it, and has gone ahead another 25 per cent. during the past three years. Four years ago, there was a moderate adjustment of advertising rates, which however was far from reaching a figure reasonably commensurate with the circulation at that date. On the average our rates have been from 25 to 40 per cent. lower than the schedule fixed by the Canadian Press Association for papers carrying our circulation. Commencing therefore on January 1st, 1919, our contract rates for display will advance 20 per cent., and an adjustment of transient rates will also be made."

The Winnipeg *Free Press*, in a recent issue, publishes the following table, showing the amount of business carried in the way of advertising covering a period of 16 years:

Year.	Agate Lines.
1903	6,713,625
1904	6,915,075
1905	8,013,075
1906	8,784,675
1907	9,139,500
1908	6,489,425
1909	7,775,225
1910	9,400,275
1911	11,646,825
1912	13,742,475
1913	11,801,952
1914	8,857,413
1915	6,864,669
1916	7,890,150
1917	8,575,897
1918	9,733,191

Oscar S. Eby, editor and proprietor of the Hespeler *Herald*, has sold his business to George Hudson, who has taken possession. In his farewell Mr. Eby says in part: "It's twenty-four years—nearly a quarter of a century—since we launched the *Herald* on its uncertain and stormy voyage, and poled her out into the current, and we've sure done a lot of high and lofty and frenzied poling since, keeping off the shoals. It didn't take us long to realize that we had tackled a real man-sized job, and while there were hundreds of times when it seemed that we were bound to pile up on the shores of adversity, while there were innumerable days when we just beat our creditors to it by an eyelash, we always managed to keep just one step ahead of the bear and somehow made the grade."

Huntsville *Forester*:—"The *Forester* seconds the Orillia *Packet's* observation that the people of Gravenhurst ought to be proud of the *Banner* under Mr. Reynolds' able editorship. How much they appreciate it, however, is another matter. We note in the issue of November 21 that the *Banner* carried only 77 inches of Gravenhust advertising, which represented only 16 per cent. of the total set up of four pages. How interesting it is to compare this with the local patronage accorded the *Packet*. In its issue of November 21, the *Packet* carried 675 inches of Orillia advertising, which represented slightly over 50 per cent. of their whole paper of eight pages home-set matter. The comparison affords ample proof of two interesting facts: (1)—That Orillia merchants know the value of local newspaper space, and (2)—that the Gravenhurst merchants have yet much to learn in appraising the value of their home newspaper."

The Christmas Mail

Within the past month some very attractive booklets, folders and cards have come through the mails to PRINTER AND PUBLISHER. The majority of them are printed in two or more colors and carry a Christmas and New Year's message.

One of the most striking of these is a folder measuring 10¼ x 6 inches, from the *Gazette* Printing Company, Montreal, printed in red, gold and dark green. On the front is the title word, "Peace" in green, with holly leaf in gold and holly berries in red. On the inside is a Christmas message and a beautifully-colored picture of Marshal Foch. This picture is pasted in. The stock used for the folder is a crash linen cover paper.

"The wealth of friendship is enriched with thoughts of glad remembrance." This is the title of an effective two-color folder issued by the Publishers' Protective Association, Toronto, during the Yuletide season. The folder is 8 x 5, and antique stock is used. When the folder is opened a holly wreath in green covering the entire surface greets you. Within the holly wreath appears an appropriate season's greeting in red. This is a strong production.

When the John Martin Paper Company, Winnipeg, produce a piece of printed matter they see to it that it shall reflect credit to their house from an artistic point of view. Their Christmas and New Year's folder is exceptionally classy. It is printed in red and green on hand-made cover of white. The only place where red is used is in printing three little holly berries that accompany a holly leaf which decorates the embossed hand-lettered word "Salutations" on the front of the cover. The effect is very tasteful. On the inside is an embossed greeting in script within a smoothly-crushed panel. This is an artistic piece of printing in every sense.

From Emerson, Manitoba, comes a batch of samples which bear out the fact that the Emerson *Journal* possesses a job department which knows how to turn out good work. Two large blotters are included, 6 x 9¼. One wishes the recipient a "Merry Christmas" and the other a "Happy New Year." Most publishers would be satisfied to include the Christmas and New Year's message on one blotter, but not so with Mr. B. Ballantyne, the editor of the Emerson *Journal*. He is too progressive for that, and he believes in the thing he sells—that's advertising. Two folders submitted are examples of good typography. The front of the "Community Christmas Tree" folder is printed in three colors and sparkles with Christmas decorative effects. The other folder, which is a programme of Emerson's victory and peace celebration, is very pleasing in appearance. The front page is in blue and red, with the Union Jack and the Stars and Stripes crossed in the centre. The color scheme is very tastefully brought out, and the typographical style is good.

What is probably the most elaborately printed Yuletide message produced by a printing and lithographing firm in Canada during the recent festive season was sent out by Bulman Bros. Limited, of Winnipeg. The title of the message is "Peace on Earth; Good Will to Men." It consists of a four page "hanger," if we may term it that, measuring 16 x 10 inches. Besides the title, the "reason why" of the message is printed on the front page in gothic type, partly surrounded by a light green shadowy effect of herald angels, holly, and soldiers on the march. The printed matter reads in part as follows: "Upwards of forty members of our staff have gone since August, 1914, to fight for freedom and liberty. All of them left here with fighting units; but the war had no sooner commenced than the need was felt for experienced map makers. A number of our staff of course were well skilled and able to render efficient service to the topographical branch of the Intelligence Department. In course of time they have nearly all been commandeered for this map work. To-day, what they term 'Bulman's Branch in France,' is not only completely manned, but is officered as well by former members of our staff. Four of them for the sake of auld lang syne have produced the calendar we here reproduce. This was sent to us along with the ode, also reproduced in fascimile." The ode is by Tom Bailie. It is a clever composition, giving some indication of the trials and difficulties experienced in lithographing at the front. The calendar is nevertheless a beautiful piece of color work, containing the picture of Foch, Haig, Pershing and Currie, with flags of the Allies and wreath of maple leaves. Bulman Bros. have gone to a good deal of trouble and expense in this production, and the little bow of red ribbon which is put through the four pages at the top for hanging purposes will no doubt be utilized by all recipients of this excellent piece of work.

J. J. Gibbons Limited, advertising agents, Toronto, issued a message a little different from the rest. It consists of a folder with the firm trademark on the front, holly decoration in green and red, and a New Year's greeting; then on the inside is a tribute to England, entitled: "What has England Done?" by Velda Sauvage Owens.

The Standard Press of Kisbey, Sask., sent out a nicely printed card in red and green containing an appropriate Christmas and New Year's message. It represents good typography in every detail.

The *Western Star*, Curling, Newfoundland, deserves a good deal of credit for the unique manner in which it expressed its festive season greeting in a little four-page booklet, with cover tissue. The word "Greeting" appears in gold in text hand-lettering on the cover; the first page contains a cut of the town and harbor, and the third page carries the *Star's* message in a raised text letter. It is a piece of work that one takes notice of.

The Whitewater *Packet*, Minto, Man., issued a greeting in appropriate verse on a card of plain stock printed in blue and black. The feature of this card is the little oval cuts of W. A. Bourns and N. E. Bourns, with the lines, "One of Us," and "The Other," respectively. It is unique ideas of this kind that attract attention.

The Mortimer Company, Limited, of Ottawa, are famous throughout the land for the excellence of their printing. This reputation is fully upheld in their beautiful Christmas and New Year's production, which consists of a four-page folder, 10½ x 8 in. On the front is a beautifully lithographed design showing figures representing Britain, United States and France as the three great Allies who have brought peace on earth and good will to men. The idea is expressed by incorporating a scene showing the birth of Christ and the Star of Bethlehem with the figure of Britain pointing to the star. The picture is lithographed in three colors, blue, black and yellow, with blue predominating. On the inside of the folder appears a lengthy and finely composed Christmas and New Year's message in orange and black. This is entirely a typographical effect and is plainly but tastily arranged.

W. J. Taylor, president of the C. P. A., used a very effective personal greeting card, being a neat combination of good embossing and equally good printing.

The "Why" of the Technical Publications

By A. S. Christie, Eastern Manager Industrial and Educational Press, Ltd.

THE first recorded advertisement was in 6000 B.C. It was one of the first acts of Father Adam, and called for a companion in his new home. This advertisement is noteworthy because it produced results —100 per cent. efficient. For absolute attention-getting, result-bringing advertising it is hard to equal the first advertisement of every mortal, "Food Wanted." Even after our departure our relatives still advertise our virtues by putting up a bill-board with our name and strongest selling features. Even the "dead ones" advertise.

A history of advertising would necessarily be a fairly complete history of the world. It would show the development of government, ideals and ideas. The chapter devoted to any period would be an excellent barometer of general conditions in that period.

In order to illustrate what I have in mind regarding the necessity of technical papers permit me to briefly mention a few of the stages in advertising development.

The first form of advertising, in the modern sense, was displaying goods at the road side or in some public place

A. S. CHRISTIE

such as you see Indian women doing at the present time on Windsor Street, Montreal, during the summer months. This method reveals the fact that the needs of the times were few and the travel difficult. The survival of this method is the window display.

Next came the town crier. This method shows that no printing or writing was used to communicate news. Each man's trade was purely local. Advertising was controlled—the town crier was a servant of the king, and it was only after he announced taxes and other proclamations that he gave his other announcements. Then came the private crier, competition was creeping in; he carried samples, and would, if urged, accept orders. The survival of this method is the salesman.

And so we see advertising has been a barometer of progress. Posters indicated people were able to read, and newspapers following indicated the spread of education.

Keeping in mind that the method of advertising follows the demands of the period, let us look briefly at the comparatively modern conditions which necessitated technical papers.

The increasing complexity of business organization and the development of markets, the incessant improvements necessitated by demand or by competition established specialized literature, and as it became more specialized the papers became more technical. This is as natural an evolution as the establishing of newspapers as soon as people were able to read.

These specialized business conditions needed a special interpreter, and that was the technical press. Supply following demand.

Possibly a few words might be said regarding specialized business. The engineer who is successful, in fact every engineer, is not simply an engineer, he is a civil, electrical, mechanical, or some other form of specialized engineer. He specializes, he graduates a specialist and may later specialize still further in one department of a special branch of engineering. The successful doctor is a specialist, perhaps only in a single disease, or on one part of the body. The successful lawyer is a specialist in some branch of law, usually corporation or criminal. The industrial firms of to-day manufacture only one line, or at least only a few associated lines. They are specialists. The firm or individual who is not a specialist to-day can find no success in the keen competitive battle that is going on around us.

Where the Special Paper Comes In

This development of specialists and specialized industries made the introduction of specialized or technical papers essential. The specialized man wants to read the particular news of his business or profession; he wants to know what are the latest manufacturing methods, the newest machines, and he wants this served to him in tabloid form, in one paper. As soon as there are enough specialists in any industry it is only natural a specialized technical paper will be established.

Allow me to make clear the distinction between class, trade and technical publications.

The class paper is devoted to the interests of a certain group of individuals with common interests in one line. Papers such as "Rod and Gun," "Canadian Golfer," "The Veteran."

The trade paper is devoted to the business of those who buy commodities for re-sale. Publications such as "Hardware and Metal," "Canadian Grocer," "Footwear," in Canada.

The technical paper is devoted to the development of new methods of manufacture or procedure, and the perfecting of existing methods and machinery in a specialized field. They are educational and instructive. Papers such as "Railway and Marine World," "Pulp and Paper Magazine," "Canadian Foundryman."

The Circulation Worth While

It is said that the florist in the main hall of the Waldorf-Astoria Hotel, New York, pays a rental of $10,000 a year. It is also said that he has hardly room to move —his space being 8 ft. x 10 ft. I cannot vouch for the size, not being among the fortunate individuals who are able to boast intimate knowledge of such locations. Two blocks away, where one hundred times as many people pass he could rent a store fives times as large for one-tenth of this rent. Why is this 8 ft. by 10 ft. location worth this enormous rental? Simply because the location of the stand means an introduction of this florist by the Waldorf-Astoria Hotel to their clients. Everyone who sees the flowers can afford to buy, and most do buy frequently. Out of the thousands that pass two blocks away not 1 per cent. ever buy flowers.

The technical paper introduces the advertiser to the buyer—the subscriber—who is able to buy, and in-

variably the introduction takes place when he is in a buying mood or looking for information regarding products he does buy. The technical paper sorts out the possible buyers and delivers the advertiser's message straight to them, eliminating the 99 per cent. who are not buyers.

One of the most interesting questions to advertising men is, how can technical advertising be of particular assistance to the sales force?

The manufacturers' sales and advertising departments must be harnessed together in order to get co-operation. A mutual understanding and respect is necessary, although it is not necessary that the sales manager and advertising manager be the same person.

The ideal method of securing this co-operation would be for the advertising manager to go over the advertising campaign with each salesman, showing him that advertising does the missionary work and simplifies the actual problem of securing the signature on the dotted line and actually increases sales. Any advertising manager can prove these three points conclusively and positively; they are not opinions—they are facts.

This method, of course, is not always feasible where there are a large number of widely-scattered salesmen. Whether a series of letters describing the advertising campaign, or an explanation at the sales convention or some other method, is best left to the individual advertising manager, but let some effort, every effort, be made to work shoulder to shoulder with the sales force. Every technical paper will co-operate by placing the branch houses on the free mailing list. Be careful not to give the sales force the idea that advertising will remove all sales obstacles. If that were the case there would be no salesmen; they would be mere order takers with correspondingly lower salaries.

Show the salesman that his salary is not reduced because of advertising, prepare him to show the consumer does not bear the advertising expense, but above all things make the salesman a believer in advertising.

Now, as to some actual sales aids of technical advertising.

The salesman can use the technical paper as an introduction.

Nearly every buyer is a reader of some technical paper, therefore, "Have you noticed the advertisement of our new triplex pump in the 'Waterworks Engineer'" will bring the conversation around to pumps.

The paper may be on the desk, and, if so, the appeal can be greatly strengthened by the salesman turning to the advertisement and letting the buyer see for himself, thus doubling the appeal.

The salesman might carry a copy of the paper or papers in that field in which his firm carries space. No matter which method is used it gives an opening when an opening is necessary before the actual sales effort begins.

Even if the sale is not made the salesman may get the buyer watching his advertising and next trip he may find a question shot at him after this fashion: "I've been reading your advertising but I never hear you say anything about —."

The prospect has wanted argument and discloses an objection or a favorable point which is ordinarily not mentioned at all or often only after considerable discussion.

I have said nothing about the advertising preparing the way for the salesman. The sales manager of an American house made a trip into Canada to size up the field. He found interviews with the right men almost impossible to secure. No one knew his firm and would not take the time to get acquainted. On his return he placed advertisements in three Canadian papers, and five months later made a return trip. He told me he had no difficulty in securing interviews, the advertising was dignified and conservative, and the trade formed exactly that opinion of the firm. It is easier to sell an advertised article, whether it be a fast-running news machine or a breakfast food, than a non-advertised article. This is more true of technical advertising because the readers of technical papers read the advertising pages more closely than they do the reading pages. According to an actual test, 31 per cent. subscribe mainly to follow the advertising, 45 per cent. read both reading and advertising, while only 24 per cent. said they never made a point of reading the advertisements.

The advertising department should be advertisers of the latest developments in the field covered by their paper, developments that mean sales, not general information, but definite facts and figures.

The solicitor should know where new developments are planned, new plants being erected, new machinery installed, and it is his duty as well as his personal advantage to pass this information along to his clients while it is "red hot."

Every publisher's representative should be on the lookout to boost advertising and advertisers. The advertising and circulation solicitor, the editor and reporter are constantly coming in touch with users of advertised products. He can find out if certain machines are not giving satisfaction, and if not, why not, or if there are some special points of satisfaction. This information should go to the advertiser. The representative can find out things the advertiser cannot.

Allow me to quote two instances to illustrate this point. A manufacturer bought a certain machine just before the war; times got hard and the maker of the machine had to adopt strenuous collection methods. He needed the money. The buyer had to "go some" to raise record and give satisfaction in every way. The writer, who knew something of this, on going through the mill with the general manager asked how this machine was standing up, and was surprised to know it was breaking records and giving satisfaction in every way. The writer asked if he might mention this to the maker of the machine, and permission was given. Natural result, buyer and seller brought in touch again. The firms referred to here are both very large concerns. A manufacturer asked me if a certain man was a subscriber to one of our papers. The man he asked about was one of our closest friends in the industry, often sending us information and invariably calling on us when in Montreal. A man who I knew positively did read the paper very closely. The reason of the query, I found, was this mill man would not consider this firm's materials although they were large advertisers. Why? I found out, and know that information was of value to the advertiser.

I will merely mention the service department for preparation of copy which is now maintained by most publishers. This is necessary on account of the lack of agency co-operation on technical copy, and the resultant refusal of a number of technical papers to pay agency commissions.

Looking to the Future

This question of service is one that is going to come very much in evidence during the next few years, and might be dwelt on at great length. In conclusion we naturally ask what will be the effect of war on technical papers?

W. L. Sanders, Vice-chairman of the U. S. Naval Consulting Board, and chairman of directors, Ingersoll-Rand Company, said:

"The unit of efficiency is no longer the individual, it is rather the capacity of that individual to command and exert, through organization, the maximum efficiency in the individual life of the nation."

The great post-war development will be in machinery which multiplies the labor of one man ten or twenty times. We can only compete successfully with Germany with large, efficient organizations, where there is the inclination, brains and financial ability to introduce the newest methods and produce at minimum cost.

We can only compete with industrial Germany by cutting out the competition among ourselves. There is enough business for all without every manufacturer being antagonistic to another manufacturer.

Technical papers can do this work. They are concen-

Continued on page 39

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - - - Business Manager
A. R. KENNEDY - - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING COMPANY

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England

VOL. 28 PRINTED AT TORONTO, JANUARY, 1919 No. 1

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Windsor and Detroit Advertising

ACCORDING to an announcement that was made to the Retail Merchants' Association at Windsor a few days ago, the *Border Cities Star* (formerly the Windsor *Record*) will once more accept the advertising of the Detroit stores.

PRINTER AND PUBLISHER entertained some doubt in the matter when the experiment was announced on Mr. Herman taking possession of the paper last fall, and stated so at the time. Our principal objection was on the ground that advertisers had no right to seek to limit the scope of a paper's revenue unless they were prepared to guarantee an income that would be in keeping with the financial obligations that the publisher had to take upon himself.

The Windsor proposition was a plain-cut affair. The city is in very close competition with Detroit. The *Star*, depending entirely upon local or national revenue, was to compete for business with papers published in Detroit, which had at their back the financial backing of the entire merchandising community of Detroit, which is no small item.

Windsor merchants may not be financially strong enough to do sufficient advertising to support a paper that closes its columns to the announcements of the Detroit merchants. If such is the case they have no recourse. If on the other hand, they refuse to make their advertising appropriations large enough, although able to do so, then the sooner they feel the weight of Detroit competition the better for them.

Making all sorts of allowance for loyalty to home interests, publishers, in this era of high prices, must see to it that they do not tie themselves up to any contracts that are going to keep them from getting sufficient revenue to keep going respectably. Merchants in many cases are using the town pride of the publisher to hide behind. They are counting on his loyalty keeping out the announcements of the large department stores, and in reward are doling out enough business to keep him so hanged near starvation that there's nothing but agony in the difference.

Detroit merchants are getting their notices before the readers and shoppers of Windsor through the circulation of Detroit papers in the Canadian city. That is one point that seems to make it all the more foolish for a Windsor paper to refuse this business.

Windsor merchants had a chance to have a paper that would advertise no Detroit stores, and it looks as though they had failed to tender it the necessary support to keep it going.

Publishers should take note of what has happened in the Windsor field. It is not a case where an experiment had been tried on a half-hearted basis by a publisher. The *Star* turned out a paper big enough and attractive enough for the community for many years to come, and made a fair bid for local patronage upon lines laid down and approved of by the merchants themselves. The announcement that the *Border Cities Star* will accept Detroit business has a lesson that should not be lost upon the publishing business.

Reporting Without Notes

IN AN INQUIRY that is being carried on at Ottawa into conditions on the *Northland*, George F. Greene, of the Ottawa *Citizen*, was placed in the box for examination regarding stories that he had written for his paper from interviews with men who had come over on the *Northland*. Part of the dialogue is as follows:

"Anything not in your notes which appeared in the paper would be your own words?" suggested the Judge.

"Not necessarily; any one of these notes might have recalled something else he had said. The sense was not changed," said the witness.

And this brings up the point, not necessarily in connection with the *Northland* case, of how far a reporter depends on his notes. The old school reporter used his book and relied on it entirely. If his notes did not say so or if his shorthand did not record the fact the chances are that it would end right there. But reporters are getting farther away from the notebook. It is all very well in certain kinds of work, and it would be much nicer to use it more. But there are classes of work where the notebook should be kept in the pocket, and the reporter who knows his business is recognizing this more all the time, and training and schooling himself to work in this way. In fact the remark was made by a very capable newspaper man to the writer not many days ago that "the reporter who pulls out his notebook should be fired."

This is particularly true of a great deal of interview work. As soon as the victim of the interview realizes that he is talking to the reporter, and the reporter is recording what is said, the victim is going to become very guarded in his remarks, and he is going to say very little. The successful interview man trains himself for the work. He can remember more things than the average reporter could record correctly. He can devote himself to the interesting and useful business of entering into conversation with the man he goes to interview. He can make being interviewed a painless operation that will open up the way for a second call under very pleasant circumstances.

The writer can recall financial editors who have discussed points that were very much involved, gone into figures quite extensively, and gone over a great deal of detail, all without the aid of a note. There were certain points in the conversation that served as hitching posts in the reporter's mind for all the facts and detail that came out concerning this or that point.

It might be a dangerous thing for the amateur reporter to go out and leave his notebook at home. Reporting without a notebook is an art that can be accomplished, but not in a day or a week.

Paper was first made in Canada at St. Andrews, Que., in 1803.

The total annual output of the Canadian pulp and paper industry exceeds in value $85,000,000.

Canada's pre-eminence as a paper-producing country lies in the possession of hundreds of thousands of acres of pulp-wood forests and conveniently located water-powers.

What is a Good Editorial?

PRINTER AND PUBLISHER asked J. T. Clark, of the Toronto *Star*, to answer the query, "What constitutes a good editorial?" Mr. Clark's answer is worth reading and worth putting aside for reference:—

"When you ask a number of editorial writers what constitutes a good editorial, many will be ready to assure you that you address your enquiry to the wrong shop. It is the newspaper men who do not write the editorials who know what would constitute a good one. If those who write the editorials really knew what constituted a good article they would produce more of them, don't you think?

"But if you must have an opinion from me I would suggest that a good editorial is of little account unless it is one of many that have appeared with such regularity on the same page that the reading public expects it and looks for it. There must be sustained effort day in and day out. An article ought to be frank and reasonable, and if there is not sincerity and honest belief in it, it is not good, even though it may be clever. The first requisite of a good editorial is that it shall attract the reader by its subject, which ought to be one in which the public feels an interest. The average reporter is probably right—and his opinion deserves more attention than it usually receives—in objecting to the frequency with which editorials are devoted to questions in which the great body of people take little interest. A good editorial ought to have a news interest, a relation to the news of the day. The subject being an attractive one, it should be handled in such a way as to entertain and interest. A man may write by the yard, but it is the reader who decides whether he shall read what is printed. An editorial from which readers turn away is not a good one, no matter how difficult it might be for a professor of literature to explain what is wrong with it. A good editorial is one that attracts, interests, and convinces the reader of something that he ought to know, or clears up for him something that he had some doubts about until the facts were placed before him, not only fairly and squarely, but in a way that strikes his imagination and makes him say that this is just the way he would sum it all up himself. But while I venture these opinions I rather agree with those who will tell you that you should address your enquiry to those who do not write editorials, but who read them critically."

Enlarging the Journalistic Graveyard

SCARCELY a month passes now that does not see some well-known publication coming out with an announcement to the effect that it is ceasing publication. Thus the journalistic graveyard grows fat.

No doubt there are business interests at stake that make it very imperative that amalgamations should take place, or failing an amalgamation, that a paper should cease to exist, but at the same time there is a certain amount of regret in connection with every such event that cannot be suppressed.

Just this month the Brantford *Courier* has dropped out after an existence that dates back for some 80 years or more.

These papers have a wealth of local history around them. They represent self-denial many times on the part of the people who have at one time or another taken up the load and carried it along. The public is not quick to realize or believe it, but the average paper is pretty close to the "load" class.

And right in this there is a great big growing danger that the general public fail to realize. One thing that is necessary above all else is a free press, a paper that can say what it thinks without counting the cost. Surely, perhaps slowly, we are moving toward the point where the mediums that should be the vehicles for public expression are being stifled and laid away simply because they have not earned more than it cost to run them.

The whole tendency increases the business pressure on the editorial columns. It makes men more fearful of failure. It makes them more ready to consider business interests in the conduct of their news columns or the drift of their editorial pages. And all the time that this is going on the public is the poorer and the more endangered.

It is perhaps not much of a trick to sit down and figure it out that a community will not support two papers, even in spite of the fact that it has done so for fifty or sixty years. But after all these carefully planned deductions have been made, there's something that has not been explained, and that is why the paper should be picked out for the goat while dozens of establishments, not nearly as essential to the welfare of the community, have flourished and waxed fat.

PRINTER AND PUBLISHER views with regret the passing of the established papers of the country that have served their community well. They were needed in the future development of the country, and the entire community, whether they know and admit it or not, are the poorer by reason of their passing.

James J. Larkin, former managing editor of the Ottawa *Evening Journal*, later telegraph editor of the Ottawa *Evening Citizen*, and still more recently of the Canadian army, has got back into civilian life again, and has been appointed to the post of news and make-up editor of the *Citizen*.

Prior to his departure from Kingston to rejoin the Ottawa newspaper ranks, he was made the recipent of an excellent presentation accompanied by an address from the new friends he had made, officers and men, in military life. He enlisted as a private and advanced to sergeant-major in the space of a few months.

The *News-Chronicle* of Port Arthur came out with a 34-page Christmas number that was creditable. Editorial reference was made to the conditions under which the first paper was started in Port Arthur years ago. A number of the residents had subscribed certain amounts varying from $25 to $75 each, in all about $450, the idea being that the subscribers should only call for the repayment of the several amounts in advertising or printing. There have been a number of newspaper adventures in Port Arthur since that time, but the *News-Chronicle* is the only survivor of all those who entered the field, being an amalgamation of two papers that were in existence there when the war started.

The Halifax *Herald* has turned out one of the most complete and exhaustive review numbers printed for some time. It covers the various activities of its city and province, and the East generally, and has brought together for this one issue a tremendous amount of detail that must have taken a lot of time and expense. Business developments are dealt with from nearly every possible angle, and nothing has been omitted that was big enough to get in. The advertising patronage has been very satisfactory in connection with the special number.

Carl K. Friedman, for more than twenty years an editorial writer on the Buffalo *Express*, died suddenly. He was fifty-one years old, and was a graduate of the University of Michigan.

After a tenure of office extending over twenty-one years, D. H. Morrison announces the sale of the Bancroft *Times* to Harry M. Price, the transfer having taken place on the first of January.

The newspapers of the United States consume 2,000,000 tons of newsprint every year, of which Canada supplies, approximately, one-fourth.

Since 1912 Canadian-made paper has been admitted to the United States free of duty.

With one-fifth of the world's population the United States consumes one-half of the world's production of paper. Canada, in proportion to her population, is a close rival of the United States as a paper-consuming country.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers

By H. A. Nicholson, Manager Printer and Publisher

A correspondent in Manitoba writes to the effect that quarter-pages, half-pages and full-pages are among the classes of ads. he would like to see treated in this department. We are in hearty sympathy with our correspondent in this respect, but there is a reason for not tackling larger advertisements after the manner in which we have been treating the smaller ads. The time and expense that would necessarily be involved is almost prohibitive. Not in all cases, but particularly so where the setting is heavy and where cuts of illustrated articles would have to be made for reset purposes.

Our correspondent is the editor of the Pilot Mound *Sentinel* (Man.). His letter is very interesting and it indicates that Pilot Mound is the possessor of a live-wire newspaper man. The letter reads as follows:

PRINTER AND PUBLISHER, Toronto:

Dear Sirs,—Please accept my thanks for your kindly reference to this publication in your last issue. Being editor, ad-setter, make-up man—in fact, everything but Devil, it is certainly encouraging to receive such praise from an authority such as "P AND P." I am intensely interested in artistic typography, and an artistically set "ad." is always sure to draw my attention in any publication. I endeavor to put up my own ads. as nicely as possible, taking considerable pride in their appearance.

I "acknowledge" unreservedly "the corn" in the matter of that ad. you "pounced on" for criticism this month. Your reset was incomparably better, of course. I may say in extenuation that there are times when we are so rushed for time, etc., that little attention can be paid to the setting of a small ad. such as the one you reproduced, the result being that not until the paper is printed does one notice the obvious defects. I would greatly like to see a department in your valuable journal for reprints of large ads. from various publications, which you think striking examples of good typography, such as quarter, half and full-page ads. This kind of an ad. provides most of the "stumpers" to an ordinary country paper, I should imagine, and to see how others go about it would interest me, for one, greatly. Your present department, interesting as it is, covers only the small ads., which, while affording excellent opportunities for gaining considerable "pointers" in the way of taste in displaying white space, do not give one much information as to how your experts would go about putting together a quarter-page of heavy matter, half-page of ditto, a page. Also could you give us an occasional review and arrangements of some front-page make-ups, or page arrangements?

(Signed) R. W. TUCKWELL.

It is through correspondence like the foregoing that PRINTER AND PUBLISHER is able to get an idea as to how it can best serve its readers, and more such letters would be welcomed.

Advertisement No. 1.—This set-up is typical of a good many advertisements about the same size and kind we see appearing in various weekly papers. The articles on sale are set in three columns and the numerous departments are divided by cut-off rules. There is no "class" to this style of set-up. It looks monotonous and unfinished. A city daily, where setting is treated with care, would have boxed all the departments or a number of them, no doubt. This advertisement, too, has a displeasing number of type faces. We will admit that the copy furnished the compositor is not the kind that lends itself to the best principle of display. There is no "text matter" with which to contrast display lines, the reading matter merely consisting of the names of the articles offered for sale, in some cases including prices. But still, there are possibilities for more attractive display than that seen in in the original set-up. We believe our reset is an improvement.

Advertisement No. 2.—Would that all advertisements appearing in the newspapers of Canada were as little open to criticism as this one. But since it is not our policy to select for this department the worst typographical effect we can find, we chose this ad. to show where it is somewhat faulty. The type matter hugs the border to disadvantage and the spacing of the lines of the text matter is monotonous. The text matter would have been easier to read if "blocked" in paragraphs and set shorter measure than the headings. Note our reset. We have allowed for more white space between border and type and have made one or two other changes. There is a certain merit to the uniformity of the heading and the firm name as seen in the original but we have made a change merely to show that there is more than one method in which a heading may be displayed. We have contracted the word "Limited" in the firm name, though we are cognizant of the fact that this is not according to "Hoyle" from a legal point of view. We adopted this course because it is frequently done in spite of the law, and it suits our convenience from a point of display.

Advertisement No. 3.—In the vernacular of the street, the use of bold initial letters with condensed type "gets our angora." This method of display never looks well. It is an eye-sore. There are other methods of securing emphasis and in this case there is plenty of room to do so. Some good white space has been wasted that well might be used to put some punch in the ad. Our reset is not model, we will admit, but some thought has been used in making the set-up at any rate.

Advertisement No. 4.—Here we see a vain attempt to produce something original. Or did a four-em quad fall out and permit the centre paragraph of the text to slip over and produce an effect which was never intended? Fantastic effects are not in keeping with good typography. There is too much space between the head lines and more space should be used between the top border and first display line. The ad. is not properly spaced in any particular for that matter. The border used is badly worn in spots, too; though we will say that the reproduction presents a worse appearance than the original, caused by inability of engravers to photograph the weakly printed portions. Our reset ad. shows, we hope, some improvement in arrangement and display.

Reset Advertisement No. 5.—If the show the Pilgrim Girls Sextet produced is no better than the typographical effect of the announcement herewith reproduced it is safe to say that the entertainment was nothing to write home about. But we have no doubt about the Pilgrim Girls Sextet being better onto their job than the compositor who set this ad. is onto his job. It is one of those set-ups having all the appearance of being "slapped up." In our reset we have taken the liberty of changing the location of a paragraph. We do not believe that the "Pilgrims" will object to this. It is one of those ads. that a compositor may take some liberties with and not incur the displeasure of the advertiser.

VICTORY CHRISTMAS

Let Us Make it a Hummer

CAMERAS
$2.00 up

KODAKS
$8.50 up

Calendar Mounts
12c. up

LEATHER GOODS
Men's Purses
Women's Purses
Card Cases
Wallets, etc.

Perfumes
of Quality in Handsome Boxes
15c.
per Bottle up

EBONY GOODS
Mirrors, $2.50 up
Hair Brushes, $1.25 up
Military Brushes, $2.00 up
Cloth Brushes, $1.25 up
Hat Brushes, $1.00 up
Bonnet Brushes, 90c up
Manicure Cases Complete
Manicure Articles

Thermos Bottles
From $2.75 to $4.50

FRENCH IVORY
Mirrors, $3.25 up.
Hair, Cloth, Hat, Bonnet and Military Brushes.
Photo Holders.
Hair Receivers.
Puff Boxes.
Manicure Articles and Complete Cases.

The World Famous
Waterman Fountain Pens
$2.50 up
Scott's Special
$1.25 and $1.50

Pipes, 40c up
TOBACCOS
CIGARS
CIGAR CASES
TOBACCO POUCHES.

Chocolates !
Williard's
and
Liggett's
10c to $2.50

Ralph E. Scott, The Rexall Store

No. 1—Taken from the Forest Free Press, Forest, Ont. Original size 9 inches by 3 columns.

WHO SAID BISCUITS?

Christie's Biscuits are the ones you want because Christie's Biscuits are the best.

We have them with Fig, Pineapple, Jam, Marshmallow, Marmalade, Icing and assorted fillings as well as a number of plain biscuits at 40c per pound.

We have School Biscuits, including Fruit, Ginger and assorted, all at 25c per pound.

We have Biscuits in Cartoons, Biscuits in Tins, Ships Biscuits and Dog Biscuits.

THE McKENZIE CO., LIMITED

Canada Food Board Lisence No. 8-7364 Retail Grocer.

No. 2—Taken from the Kelowna Courier, Kelowna, B.C. Original size 6½ inches by 2 columns.

OTTAWA WINTER FAIR

HOWICK HALL, OTTAWA

JANUARY 14, 15, 16, 17, 1919

$16,000.00 IN CASH PRIZES

Excellent classification for all classes of Horses, Sheep, Swine, Poultry and Seeds.
Large Harness Horse Classes.
Pure Bred Stallion Sale.
Reduced rates on all Railways. Fare and one-third for round trip.
Apply to the Secretary for Prize Lists.

WM. SMITH, M. P., President, Columbus, Ont.
W. D. JACKSON, Secretary, Carp, Ont.

No. 3—Taken from The Standard, Havelock, Ont. Original size 3 inches by 2 columns.

New Year's Greetings

The officers of this bank wish its patrons and friends a prosperous and happy New Year.

We appreciate the business entrusted to us during the past year. To promise a continuation of the best possible service we know how to give is one way of showing our appreciation.

In making your financial plans for 1919 consider this bank at your service. We are vere to serve you—cheerfully promptly, courteously.

Weyburn Security Bank

EARL G. BROWELL
MANAGER YELLOW GRASS BRANCH
FORREST WILKINSON, Manager McTaggart Branch

No. 4—Taken from The Herald, Yellow Grass, Sask. Original size 6½ inches by 2 columns.

Pilgrim Girls Sextet

In A Varied Programme
Orchestra Numbers, Solos, Trios, Duets, Readings
by
A Cornetist, Soprano Soloist, 'Cellist, Violinist, Drummer, Pianist
And Reader

One of the Strongest Musical Companies in Chautauqua

Town Hall, Mt. Forest
SATURDAY EV'G, DEC. 14

PRICES
Rush Seats 35 and 50
Reserved Seats 75c.
Plan at Skales' Book Store

No. 5—Taken from the Confederate and Representative, Mount Forest, Ont. Original size 4 inches by 2 columns.

VICTORY CHRISTMAS

Let Us Make It a Hummer

Cameras
$2.00 up.

Kodaks
$8.50 up.

Calendar Mounts
12c. up.

Leather Goods
MEN'S PURSES
WOMEN'S PURSES
CARD CASES
WALLETS, ETC.

PERFUMES
OF QUALITY
in Handsome Boxes
15c.
per Bottle up.

EBONY GOODS

Mirrors .....$2.50 up
Hair Brushes.. 1.25 up
Military Brushes
..... 2.00 up
Cloth Brushes. 1.25 up
Hat Brushes... 1.00 up
Bonnet Brushes
..... 90c up
Manicure Cases
Complete
Manicure Articles

Thermos Bottles
From $2.75 to $4.50

FRENCH IVORY

Mirrors .....$3.25 up
Hair, Cloth, Hat,
Bonnet and Military
Brushes
Photo Holders
Hair Receivers
Puff Boxes
Manicure Articles and
Complete Cases

THE WORLD'S FAMOUS
Waterman Fountain Pens
from $2.50 up.

Scott's Special
$1.25 and $1.50

PIPES
40c. up

TOBACCOS
CIGARS
CIGAR CASES
TOBACCO POUCHES

Chocolates!
Willard's
and
Liggett's
10c. to $2.50

Ralph E. Scott, The "Rexall" Store

Reset Advertisement No. 1. Actual size as it appeared in the Forest Free Press.

WHO SAID BISCUITS?

Christie's Biscuits are the ones you want, because Christie's Biscuits are the best.

We have them with Fig, Pineapple, Jam, Marshmallow, Marmalade, Icing and assorted fillings, as well as a number of plain biscuits at 40c per pound.

We have School Biscuits, including Fruit, Ginger and assorted, all at 25c per pound.

We have Biscuits in Cartons, Biscuits in Tins, Ships' Biscuits and Dog Biscuits.

THE McKENZIE CO.
LIMITED

CANADA FOOD BOARD LICENSE No. 8-7364 RETAIL GROCER.

Reset Advertisement No. 2. Actual size as it appeared in Kelowna Courier.

Ottawa Winter Fair
HOWICK HALL, OTTAWA

JANUARY 14, 15, 16, 17, 1919

Reduced rates on all Railways. Fare and one-third for round trip.

Apply to the Secretary for Prize Lists.

WM. SMITH, M.P., President, Columbus, Ont.
W. D. JACKSON, Secretary, Carp, Ont.

$16,000.00 in Cash Prizes

Excellent classification for all classes of Horses, Sheep, Swine, Poultry and Seeds.

Large Harness Horse Classes.

Pure Bred Stallion Sale.

Reset Advertisement No. 3. Actual size as it appeared in the Havelock Standard.

Reset Advertisement No. 4. Half inch less in depth than original which appeared in The Herald, Yellow Grass.

New Year's Greetings

The officers of this bank wish its patrons and friends a prosperous and happy New Year.

We appreciate the business entrusted to us during the past year. To promise a continuation of the best possible service we know how to give is one way of showing our appreciation.

In making your financial plans for 1919 consider this bank at your service. We are here to serve you—cheerfully, promptly, courteously.

Weyburn Security Bank

EARL G. BROWELL, - Manager Yellow Grass Branch
FORREST WILKINSON, - Manager McTaggart Branch

Pilgrim Girls Sextet

In a varied programme—Orchestra Numbers, Solos, Trios, Duets, Readings by a Cornetist, Soprano Soloist, 'Cellist, Violinist, Drummer, Pianist and Reader

Town Hall, Mount Forest, Saturday Ev'g., December 14.

One of the Strongest Musical Companies in Chautauqua

PRICES

Rush Seats 35c. and 50c. - - Reserved Seats 75c.

Plan at Skales' Book Store.

Reset Advertisement No. 5. it appeared in Confederate and Representative, Mount Forest.

Canadian Print Shops Should Have Good Times

Return of Competitive Selling Will Have Effect

By H. F. M.

IT HAS been truly said many times that "Procrastination is the thief of time," but never in the history of Canada has this applied to us more forcibly than right now. General prosperity is a certainty—it cannot be otherwise—and the printing industry is in for one of the biggest booms it ever had.

When the war came upon us general business conditions were not the best, but immediately the war machinery got going conditions improved, and the cold truth is, if it were not for the labor shortage and the opportunity to buy *safe, good, interest-bearing* Victory Bonds, many of us would not have realized there was a war on, from a business point of view.

Notwithstanding the above indisputable facts many catalogue houses, as well as other concerns, curtailed their printed matter for two reasons. First, they could sell their goods without printed matter, as the war made the demand exceed the supply. Second, plain, every-day "Safety First."

Plants working on munitions dropped their advertising entirely, but now their situation has changed, the munition work ceases, these plants are reconstructing themselves for other lines of manufacture, which means entering the field of competition, with the result a thorough campaign of advertising is essential, all of which spells prosperity for the printing industry.

In other lines of war necessities, such as clothing, foodstuffs, and we might add tobacco, toilet articles, etc., instead of a falling-off in these lines, the demand will increase. All our men, when they return to Canada, will have to be re-equipped with civilian wearing apparel from head to foot, as well as the other essentials necessary, or desired, for civilian life.

Have you ever had occasion to look around (any Canadian city, no exception) for a suitable and reasonably priced house or apartment; if so, you know the situation. Building operations have been, practically speaking, at a standstill, due to the scarcity of material and labor, people are "begging" for suitable and reasonably priced houses and apartments everywhere—when all our men have returned the situation will be nothing short of serious—with but one alternative—Canada will have the greatest sound building boom in her history.

The "Back to the Land" movement, due particularly to the fortunes that have been piled up in our Canadian West during the past four years, will increase the demand for farm implements several hundred times. No doubt a number of returned men will go in for farming, but this total will not be "A drop in the bucket" compared with immigration and the large financial interests that now realize the enormous profits possible in Canadian farms.

Real estate transactions have been practically at a standstill, little or no advertising, for the reason that there were few buyers of the class that makes real estate advertising possible. This class of business men have been "sitting tight" for the inevitable—the downfall of Germany. Now watch real estate move, and move it certainly will, which means advertising and a return of the old days' revenue to the newspaper office and other real estate advertising mediums.

"One good turn deserves another," likewise one industry will help another. Canada cannot keep this boom away—and her prosperous, healthy growth in the next few years, both in business and increased population, will exceed all calculations.

"It's an ill wind that blows no one any good"—with all due respect to our perfectly good Canada, less than 25 per cent. of the world ever realized just what Canada really is until the war came on, the excellent showing our soldiers have made in France, coupled with our other sacrifices to help make the world a safe place to live in, has brought about an "All eyes on Canada" situation, giving her advertising that was impossible without the war.

Further, don't overlook the fact that in the 500,000 men Canada sent overseas, that we had 500,000 "salesmen" boosting Canada, all of which will have its effect on immigration to "God's big, free, out-door Land of Opportunity."

To sum the situation up in a nutshell: 1919 will be a year of extensive preparation, and preparation means spending money in every conceivable branch of our industries. From 1920 to 1925 we will experience the greatest prosperity in the history of our country. Don't "wait and see," be prepared and get your share.

Now, to go back to the first paragraph of this article—"Procrastination is the thief of time"—don't let this apply to you, get going now, while the going is good, and if you have any additional equipment under consideration, place the order right now, that you will have the necessary "basket" to catch your share of the "plums" when they fall.

We have no room for "crepe-hangers" in Canada.

Taking a Chance on a Story

SOME of the papers in the Dominion have hardly recovered yet from the discussions they have been having with their contemporaries over the manner in which certain sections of the press fell for the peace reports that came too soon.

It is rather amusing in spots to notice the manner in which one paper can spank another on such an occasion. During the last few years there has not been much of a chance for one paper to call another a pinhead and a close relative of Ananias, and so the premature peace story gave editors a chance to try their hand at a brand of sarcasm and a variety of pity for the deluded public that speaks well for the day when tan boots shall once more be two dollars a throw, and people shall again be known as Grits and Tories.

A correspondent who has a chance to get away with a beat on such an occasion would be willing to take a certain amount of chance. In this case, had events followed quickly enough to verify the first story the correspondent who got that short despatch away would have achieved a reputation that could hardly be excelled in the history of journalism. As it was, events played against him, and that first despatch is regarded as a fairly well-developed bull.

The redeeming feature is that the real news came along in less than four days after. Although the first despatch was wrong, it is very debatable if the correspondent, having as he thought, quite sufficient grounds for believing that his tip was correct, would not be right in sending the stuff along. There is a nice point involved, one on which twenty editors would undoubtedly express twenty widely different opinions. It all settled down to whether a paper wants its outside staff to take a certain amount of chance, or play safe and miss scoops and bulls alike.

The printers of the city of Halifax, by amicable arrangement with the employers, have entered upon a new wage schedule. The newspaper men now receive a minimum of $25 per week day and $27 night, an advance from $20 and $22, and the book and job men receive $24 straight. The union asked a higher rate in their original application, and the reduction of the amount asked was arrived at in the course of the amicable negotiations with the employers. The schedule is for one year.

How a Great News Beat Was Once Secured

When M. de Blowitz Got Advance Copy

COMMENTING on the number of correspondents now in Europe ready for the peace conferences, and the battle of wits there will be to secure advance information, a contemporary recalls the feat of M. de Blowitz, the correspondent of the London *Times* at the Berlin Congress in 1878.

M. de Blowitz had been the Paris correspondent of the *Times* for many years, and had given great offence to the German Government by publishing in 1875 a letter denouncing the warlike projects of the German military party. He had about decided not to go to Berlin, when a young foreigner called upon him with a letter of introduction asking for a situation. This foreigner was intelligent, with a pleasing manner, and de Blowitz succeeded in obtaining for him a position with the private secretary of a foreign statesman who would certainly represent his country at the Congress. When de Blowitz arrived in Berlin three weeks later for the opening of the Congress on June 13, he found that everything had turned out as he expected. The young foreigner was in a position to give him information, and did so by the simple expedient of an exchange of hats at the hotel where both resided. Their communications were placed in the linings of their hats, and of course were available to each other as soon as they could escape observation. In this was the *Times* was able to publish, on the morning of June 22, the agreement reached the previous night between Britain and Russia over the Bulgarian question, which threatened to wreck the Congress. The plan was followed without a hitch until July 3, when for some reason Prince Bismarck invited de Blowitz to dinner and they remained together for several hours. This turned the young foreigner's head; he assumed airs, people became suspicious, and there was no more news through that channel.

But on July 5, a week before the end of the Congress, de Blowitz met a diplomatist who had always been friendly, and boldly asked for an advance copy of the treaty. This diplomatist was staggered at first, but after a day's consideration promised to give it. The next difficulty was how to reach London, for he knew that he would not be allowed to telegraph it from Germany, and he decided that it must be sent from Brussels. He thereupon told the Belgian Minister in Berlin that there was an idea of establishing a nightly telegraph service between Brussels and London and asked for a letter to the Director-General in Brussels, urging him to telegraph a long message from de Blowitz to London to show how speedily it could be done. On the evening of Thursday, July 11, he obtained from the friendly diplomat the complete treaty, except the last two articles and the preamble, which had not been drawn up. He thereupon went to his hotel, paid his bill, and arranged for his departure, announcing in angry tones that as it was evident that Prince Bismarck intended to give the treaty to the German newspapers first he would not remain for the last sittings of the Congress. A little later he showed the treaty to Comte de St. Vallier, the French Ambassador, who was thunderstruck, but de Blowitz calmly asked for the preamble, asserting that he would use what he had in any event. The French Ambassador refused to allow the preamble to be copied, but finally read it aloud. De Blowitz met his assistant, Mr. Wallace, afterwards Sir Donald Mackenzie Wallace, at the station. As soon as the train started he dictated to his secretary what he remembered of the preamble, and that and the precious treaty were sewn into the lining of Wallace's coat. When Wallace reached Brussels the operator refused to telegraph the treaty, but the letter from the Belgian Minister in Berlin removed all difficulties. At the very hour on Saturday, July 13, when the treaty of 1878 was signed in Berlin, a London telegram announced that the *Times* had already published the preamble and sixty-four articles, with an English translation appended.

In his Memoirs de Blowitz says that it was considered the greatest journalistic feat on record, but that he felt no pride about it. "To have published an important document before anybody else," he says, "does not make you a great writer, or even a great journalist, and I would rather have written the Battle of Dorking than have published all the secret documents in the world. It was a feat in which neither talent nor science stood for anything."

Court Sustains News Ownership

The supreme court of the United States sustained federal court decrees restraining the International News Service from pirating news of the Associated Press. Five members of the court, including Chief Justice White, concurred in a majority opinion delivered by Associate Justice Pitney, upholding the principle of a property right in news and the complaint of unfair competition, and refusing to interfere with injunctions specifically prohibiting the International News Service from pirating by:

Bribing employees of newspapers to furnish Associated Press news before publication for transmission to the defendant's clients;

Inducing Associated Press members to violate its by-laws by permitting the defendant to obtain news before publication and by copying news from bulletin boards and from early editions of Associated Press newspapers and selling it either bodily or after rewriting. The judgment says in part:

"The right of the purchaser of a single newspaper to spread knowledge of its contents gratuitously for any legitimate purpose not unreasonably interfering with complainant's right to make merchandise of it may be admitted; but to transmit that news for commercial use, in competition with complainant—which is what defendant has done and seeks to justify—is a very different matter.

"Stripped of all disguises, the process amounts to an unauthorized interference with the normal operation of complainant's legitimate business, precisely at the point where the profit is to be reaped, in order to divert a material portion of the profit from those who have earned it, to those who have not, with special advantage to defendant in the competition because of the fact that it is not burdened with any part of the expense of gathering the news. The transaction speaks for itself, and a court of equity ought not to hestitate long in characterizing it as unfair competition in business."

Publication Order Modified

Modification has been made of the Order-in-Council affecting enemy publication. As it now stands, the order requires any licensed enemy publication to appear "with a true and correct translation of the same in either the English or French language, in parallel columns, the subject matter whereof shall identically correspond and agree." Enemy language publications are also to bear the inscription: "This publication is licensed by the Secretary of State under the order respecting enemy publication." The license is to endure so long only as the above conditions are fulfilled. Any violation of the conditions respecting publication of an accurate translation, or omission to stamp with the inscription cited, imposes liability to cancellation of the license, and a penalty not exceeding $5,000, or five years in default.

In 1917, Canada produced 650,000 tons of newsprint paper, of which 492,890 tons, or 76 per cent., were exported to the United States.

Some Mystery About Signing of Armistice

Points That Are Just Coming Out Now

EDITOR AND PUBLISHER, New York, publishes the following under Paris date line:

It may be of more than passing interest to American newspaper men to know that, despite the furore created in the United States by the United Press announcement of the signing of an armistice on November 7, no mention of the supposedly premature announcement and celebration appeared in the Parisian press at the time and none has appeared since. The report (for it was far more than a mere rumor) that the armistice had been signed and that hostilities ceased at 2 p.m.—some said 3 p.m.—on Thursday afternoon was all over Paris. Various semi-official quarters attributed the report to various authorities, all of which appear to have been finally traced back to French military headquarters. Both the United Press and the Associated Press bureaus in Paris had the report, but neither of them filed it because neither could secure official authorization for the news which was generally accepted as true.

The United Press despatch was filed from Brest, where the French military censorship was normally quite as rigid as in Paris itself. There is no longer any mystery as to how it cleared the Brest censorship. Admiral Wilson's announcement, given to the United Press and to the local newspapers in Brest as official, had been so accepted by the French cable officials and by the French censorship at Brest. The celebration of the ending of the war was already in full sway in the cable office and the censorship, as well as in every other part of Brest, when the United Press dispatch was filed.

Unfounded reports have not been uncommon during the four years of the great war. One learned writer has written two large volumes entitled: "The False News of the Great War," and the author does not claim to have exhausted the subject. But there is something about this story of the premature signing of the armistice which differs from the other class of story. Its origin and foundation (for the report certainly had a foundation of some sort) will probably be known only when the full story of how, when, and by whom the armistice was actually signed is made known. At present the accounts of that action are far from complete and are surrounded by a veil of mystery that has not been woven by accident.

PERSONALITIES SHROUDED

Even the personalities engaged in the signing of the momentous document are not too clearly defined. There has been a great shifting of the cast of characters in the historical drama, and some of the actors, notably Admiral Von Hintze and his colleagues, who appeared at one time to have been cast for important roles, have dropped out of the scene without explanation, but with considerable mystery.

The early accounts spoke of a Gen. Von Gundel being one of the plenipotentiaries, but his name does not appear as one of the signatories. The *Temps* on November 10 said:

"According to official news of a German source, the German armistice delegation includes, in addition to those already known, Majors Dusterberg, Brinckmann, Kriebel, Von Boettcher, and Dan Von Lersner."

No other mention of these delegates has since been made.

Later, on November 13, the *Matin* printed a story from its special correspondent at the French front, which, if it could be fully investigated, might throw some light on the genesis of the report that the armistice was signed four days before the date as officially given. It might also explain how it was possible for an officer of Admiral Wilson's standing to receive a report designated as official, four days before the date subsequently officially given as the date of the signing of the armistice.

The *Matin* special despatch describes the arrival of the plenipotentiaries with details that have appeared nowhere else. The correspondent tells how the Germans were received by a young captain, who takes them to Major Bourbon-Bussett, who conducts them to a villa, where after formal introduction the French major declares that there is a misunderstanding somewhere which must be cleared up at once. "The army has received this afternoon three officers with a flag of truce," explained Major Bourbon-Bussett, "who assured us that the armistice was signed, and yet at the present moment military operations continue."

"Undoubtedly," interrupted General Von Winterfeld, "but I can assure you that was nothing but a mistake of interpretation."

No other details are given on this point by the *Matin* correspondent, but it seems possible that a report of these three officers' "mistake of interpretation" may have been the starting point and the justification for the subsequent report.

Purchase Big Pulpwood Limits

An announcement of interest recently made, is that the well known old firm, Canada Paper Company, Limited, Toronto, Montreal, Windsor Mills, have recently purchased the limits Nos. 1 to 6 on the St. Ann River, formerly owned by William Power and Hiram Calvin. The area of these limits is approximately 200 square miles and they consist of absolutely virgin forest; not a stick even of pine having ever been cut on it. This is one of the very few available properties in the country on which no cutting has ever been done and should insure to the Canada Paper Company practically an unlimited supply of first class pulp wood for all time to come, as modern methods will unquestionably be adopted in cutting and reforestration.

SEVERAL thousand dollars' damage was done to the stock of the Southam Press, Limited, in the basement and second floor of their building at 19 Duncan street, Toronto, when a gas explosion set off the sprinkler system. A small hole was found in a gas pipe on the second floor of the building. The second floor and basement were flooded by water, and although no estimate could be ascertained as to the exact amount of damage to the stock, firemen stated that it will run into several thousand dollars. The firemen answered an alarm to the premises shortly before 8 o'clock in the morning. The damage by fire was only $100 to the building.

THERE was a drop in the pork market this week. Pigs with their boots on went down $3 per hundred. All of which means that there will be a squeal from the farm, but not necessarily from the barnyard end of it.

* * *

A U.S. SENATOR is out with the suggestion that the Kaiser be hanged. If he'd only come out and had his idea put across about five years ago he'd have saved this world getting mixed up in an awful mess.

* * *

THE German Junkers sowed the seeds of anarchy in Russia. The stuff sprouted, grew and went to seed, and the seed blew and found root in Germany. It's just the old story of sowing the wind and reaping the whirlwind, but in this case they sowed the Bolshevik and are gathering the Spartacans.

Claims It Is Hard To Sell Printing Inks

U.S. Maker Says Graft Is Still Used

MANY of the ink makers claim that they are not able to get back, in the way of increased charges to the consumer, the increases that they face in the purchasing of all their raw materials. Probably the price of dye stuffs is the greatest consideration to many of them, and they have been paying fancy figures for this material, and there does not seem to be much chance that there will be any great change in the immediate future.

One of the large ink-makers from the United States, who was in Toronto on business a few days ago, stated to PRINTER AND PUBLISHER that it had become a serious problem with their firm, and that if it were not for the sake of keeping certain lines on the market in the hope of better times ahead, they would be better off by withdrawing them and ceasing to make them at the price they were able to secure from the trade.

"There is another matter that is bothering a good many of the ink men, particularly the sales departments, and that is the matter of grafting in the sale of printing ink. When I say grafting I mean just what I say. It seems impossible to put an end to this sort of nefarious business. They can go ahead and make as many laws as they wish against the practice, and they can go ahead with the enforcement of these, and they can bring the offenders right to the spot where they are apparently not very far from the doors of Atlanta (the favorite jail) but they have not succeeded in getting to the point yet where they can take the miserable practice and choke it so hard that it will never come to the surface again.

"The business is worked in a good many ways, and there are some of the men in the selling business in our country who do not make any bones about the matter. For instance when they speak of advertising their products they simply announce that they have a surer way of putting their goods into an office than by advertising and appealing on the merits of their line. They pay their way and they get the business, and they say openly that a man who is going out to sell on any other plan is wasting a whole lot of valuable time.

"There is a change coming, though," remarked our informant, "and there are signs that it will be felt before very long in a good many ways. I know of offices where the pressman in charge receives a consideration for keeping a certain brand of ink in use there. The way it is worked is interesting, and so are the plans that are adopted for keeping out the ink of a competitor. I have seen the pressman urged by the purchasing agent to try a certain brand of ink. He would appear to be perfectly open and frank in the matter, and would unhesitatingly say that he would be only too glad to take a shipment of the ink in and give it a good fair trial on his presses. In fact, I have been thrown completely off my guard in several cases in this way. Well the shipment goes in. The ink is all right, and would produce results. But it didn't produce results in that office. No ink in the world will produce results if the pressman does not want it to. And the result would be that there would be complaint, poor work, and a speedy return to the ink that had been used before, and a speedy return also to the palmy days when the pressman received his consideration for the ink used. Some of them will even go farther than that. They will try out the first shipment of ink and report favorably on it, saying that it is as good as they have seen. Of course the chances for a second shipment in surroundings like that are very good, and the second sale is made, and here is where the blow falls. Reports will begin to come from the pressroom of poor ink, and the pressman goes to the purchasing agent with the story that the first shipment was all right, but the firm, thinking they had the ink business cinched, paid little attention to the second shipment, with the result that the impression would be spread in the office that the ink maker had really tried to slip one over by giving a good sample, and following it by a shipment of something inferior. This sort of business travels deep and it is hard to get at. I don't know who is the worst, the man who takes the graft or the man who gives it. I am inclined to think at times that the man who takes it is the worse sinner of the two, but of course that is open to debate. I don't think that laws will cure the evil," said the ink maker in conclusion. "The only way to meet such practices is by a straight appeal to the honesty and honor of the men in the business. If that will not meet it then the law is the only way, but it is a poor way. Of course if all those engaged in the trade would simply take the stand that they will not allow any of their men to give graft for the introduction or sale of ink it would do much to end the practice. I believe that the best way to combat the evil would be to start a campaign for the transaction of business on a high and honorable plane. I would dislike very much to believe that it is not possible for men to do business on such a standard."

IN OTHER LINES AS WELL

Of course the giving of graft is not confined to the ink or any other particular business. There are occasional cases of it reported in Canada, but as far as PRINTER AND PUBLISHER can find out the practice has not secured anything like the hold in this country that is indicated by the report of the American ink maker. Not long ago a representative of one of the MacLean Trade Papers secured a story in one of the largest industrial plants in the country where some 3,000 hands were employed. In this case the salesman was an officer of the company, and he went straight to the superintendent and made a hard and fast proposition concerning the graft he was prepared to pay for the introduction of his cutting compound. The superintendent turned the matter over to the other officials of the company, and a trap was set for the man, where he handed over the money in the presence of witnesses. He was so plainly and painfully caught that he had nothing to offer in the way of an excuse. He also left himself open to prosecution, but the firm in question had no desire to punish the man. He killed his chances of ever getting business in that firm or any of the several others that are controlled by the same group.

AN expert is one who tells others how to do things that he'd make an awful mess out of if he'd tackle it himself.

IT IS interesting to note that Premier Clemenceau and Premier Orlando, of Italy, speak English well, and it will be the official language of the peace congress. If you were asked to attend and the language used was French or Italian, how long would you last?

Current Events in Photograph

COMMERCIAL FLYING

The public is just beginning to realize the immense possibilities of commercial aviation. The war gave more impetus to flying than it would have gained under normal conditions in years. Not everyone knows that nearly ten billions of dollars are now invested by the various Governments in air craft of one sort and another. It is not planned to let this huge investment lie idle just because the war is over and some of the huge planes, like the one in the picture, are already in use and big developments along commercial lines are taking place. The direct routes possible by air and the great speed the planes can make will take many days off the records attainable even by the fastest trains.

Looking For Trouble

THERE are a number of people in Canada at the present time who are going to be greatly disappointed if this country is not going to have its fair share and a little more of dull times.

Of course, they are not going to get up openly and state that this is their avowed policy, but they are doing it in another way, one which is quite as effective as though they climbed on the house-tops and shouted from the roofs.

The first thing they start when meeting a friend in casual conversation is something to the effect that we are in for some dull months—a lot of people out of work—the manufacturers not going ahead with any new lines—thousands of soldiers coming back with nothing to do—you know the run of their talk. It's generally done in a whisper, in a doorway, not very often out in the open, where some red-blooded citizen could get hold of the thing and put it out of misery.

The Ottawa representative of *Financial Post* puts the case well this week when he says:

> "All over Canada the suggestion of coming trade depression seems to have gained considerable currency. Men are, commonly, pessimists, and like to prepare themselves for the worst when there is no particular reason why the worst should happen. If they confined this feeling to themselves the trouble would be, as the doctors say, 'localized'; but your true pessimist delights to go about infecting his neighbor with the germ. 'The awful slump after the war' is an expression which has got into the mouths of too many people who are otherwise sensible. Such people show just about as much good judgment as the proprietor of Amerongen Castle who invited that other awful infliction, the ex-Kaiser, to come and visit him."

One might almost surmise that some of these blue-ruin shouters would have wished that the war and the killing at the front could have continued indefinitely in order that business might remain extra good for their particular line. The fact that the casualty list of our men has ceased to haunt us daily weighs with them not at all.

If these whisperers of dull times would only expend half the energy in preaching hope, optimism and courage as they are in aiding a cold feet campaign, they would indeed do a service well worthy of the name.

THE "WHY" OF THE TECHNICAL PUBLICATIONS

Continued from page 27

trated on one industry. They organize societies for co-operation and development. Three existing Canadian societies, each of which is doing excellent work, were initiated by technical papers. They have grouped the units of their industry together for discussion of problems, methods and mistakes and have done much for the betterment of conditions.

Trained workers can be secured as easily and quickly through the technical press as in any other way. Every man's ambition is to earn more, and the technical press shows that to know more is essential to and invariably leads to greater earning power.

Technical education and technical literature made industrial Europe. It is the road we must follow in Canada and the technical publications are most efficient means of pointing out that road to industrial Canada.

The circulation of all the technical publications in the country would not exceed the circulation of the Montreal "Star," but remember this technical circulation is the backbone of our industrial and financial life.

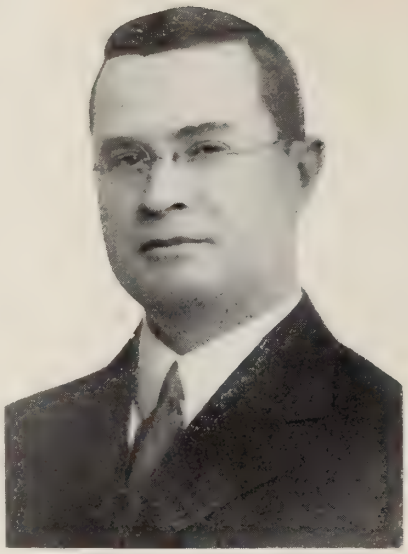
If we could only combine the influence of the technical papers for the development of industrial ideas those ideas would have little to fear from politics or the daily press.

Some effort along these lines should be made. Editors of technical publications should exchange articles, or papers should exchange editors, say for one week in the year, as college professors are exchanged in some universities. I know this suggestion will not be considered feasible, but something along this line to co-ordinate technical fields should be done.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

Wm. Findlay has returned to Toronto from Ottawa, and is now advertising manager of the Toronto *Globe*. It was in 1905 that he went to Ottawa, becoming associated then with the Ottawa *Free Press*, being vice-president of the company. Upon the amalgamation of the papers two years ago, Mr. Findlay made arrangements for disposing of his interests, which are now being carried out. He went with the amalgamated interests, and successfully supervised the organization af the business departments. Major Parkinson, D.S.O., of the *Journal*, is expected to return to Ottawa from overseas in a few months and take charge of the work in his former capacity. Nor can it be said that Mr. Findlay's work has been confined to the publishing field. The city in which he has made his home recently, found in him a good civic servant. While a member of Ottawa city council, he took an active part in rooting out several Government committees which were saturated with aldermanic patronage. The Eastern Good Roads Association is an organization that probably owes its existence to Mr. Findlay. His work in this connection, by which the counties united to designate certain highways as main roads, was recognized by his appointment to the presidency of the association. Mr. Findlay has also taken keen interest in the C.P.A., and legitimate agency operations have always had a champion in him. He has always held that the definitions of national and local advertising should be governed by the character of the advertising rather than by the particular location of the point at which the business originates.



WILLIAM FINDLAY
Advertising Manager of the *Globe*, Toronto

Saskatchewan

R. J. Moore, of the *Daily Star* staff, Saskatoon, was elected to the City Council of that city at the recent elections, having headed the roll by a large majority, thus securing a two-year term. Mr. Moore has been a resident of Saskatoon for eight years, seven of which he has been secretary of the Typographical Union there, which Union has a record of having one of the highest wage scales in the West, as well as the best working conditions, and at the same time the good will of the employers. Mr. Moore went to Saskatoon from Ontario, having been engaged in the newspaper business for a number of years previous at Fenelon Falls and Lindsay. Incidentally the Typographical Unions in Western Canada were well represented in the recent municipal elections, electing 100 per cent. of their number of candidates, viz.: R. J. Moore, Saskatoon, alderman (two-year term); J. Clark, Moose Jaw, School Board; F. J. White, Calgary, alderman; W. B. Simpson, Winnipeg, alderman; Mrs. S. G. Corse, Calgary (Women's Auxiliary), School Board.

Saskatoon Union recently signed up a new agreement and scale of wages calling for $33 days and $35 nights flat rate. The printing trade in that city is reported to be good.

Ald. G. W. Norman was re-elected alderman at the recent municipal elections for the city of Saskatoon, by a large majority over his opponent, H. J. Baillie, labor leader. Mr. Norman's opposition was an ex-alderman and had twice contested the mayoralty seat for Saskatoon. Ald. Norman has been a resident of Saskatoon since 1902 and has conducted his present Book and Job Printing business since 1904. His plant is now one of the most complete to be found in Northern Saskatchewan.

Manitoba

John R. Rathbun, managing editor of the Providence *Journal*, Province, Rhode Island, has been invited by the Winnipeg Board of Trade to address a large meeting of the entire membership to be held early in the new year. Mr. Rathbun is an Australian, and will be remembered for the part he played in bringing to light the German propaganda rampant in the United States. He was instrumental in having a wireless station installed in Rhode Island, and for bringing about the startling disclosures of Bernstorff and other German leaders. He will speak to the board on topics incidental to the war.

Ontario

The Cobden *Sun* has been revived by Messrs. M. Ringrose & Son, who have had some experience in the business.

Mr. and Mrs. J. I. McIntosh and daughter left early in January for California. Mr. McIntosh has recently made very decided improvement in his newspaper property at Guelph.

The *Haldimand Advocate*, published at Cayuga, has passed out of the hands of Geo. E. Hudson, who has published it for three years past. The paper is now owned by R. H. Davey, a former proprietor.

O. F. Burkart, formerly on the advertising staff of the *Canadian Home Journal*, has severed his connection to join the Sales and Promotion Department of J. J. Gibbons Limited, Toronto.

When the late Wm. Colwell passed away on Monday, Dec. 23, at Wallaceburg, Ontario, the province lost a distinguished rural newspaper editor and proprietor.

William Colwell was born in Cooksville, Ont., in 1840, farmed in his younger days, and, previous to entering the stationery business in Mitchell, in 1868, was a peddler and book agent.

In the year 1885, he started the Mitchell *Advertiser*, which ran until 1890, when he went to West Lorne and started the West Lorne *Herald*. In the fall of the same year, he started the Leamington *Times*. A month later the paper was bought out and discontinued by the Leamington *Post*.

THE LATE WM. COLWELL

He bought out the Paris *Review* and after five years there, sold out to C. W. Lawton, and in 1896 moved to Wallaceburg, buying out a stationery store, and shortly after, started and ran, in connection with the book store, the Wallaceburg *News*, and in spite of all predictions and discouragements, success attended the launching of the second paper there.

His sons Charles and George, took over the control of the

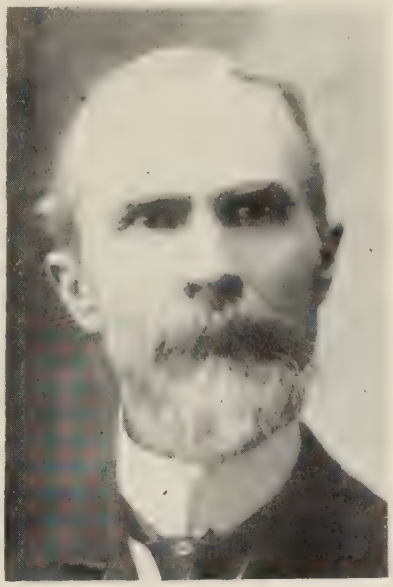
News in 1906. Two other sons, Will and Fred, are conducting the stationery business.

Deceased was a life member of the Masonic Order, an Oddfellow, a Methodist, and was appointed a Justice of the Peace some years ago.

He was by nature jovial and outspoken, quick to make friends, and always ready to become reconciled immediately with those with whom he had differences, but always eager for a newspaper fight, as many will have occasion to remember.

No man was more earnest and energetic in a business career of over 50 years' duration, and in the passing of William Colwell the province loses a big man.

Besides the wife, four sons and five daughters survive, four sons, Charles, Fred, George and Will, and five daughters, Mrs. Ernest Harrison, Mrs. Basil Burgess, Mrs. B. G. Newton, Misses Bella and Alice, all residing in town excepting Mrs. Newton. He also leaves one brother, James Colwell, and a sister, Mrs. S. Goyit, both of Brantford.



RICHARD WHITE

Thirty-three years at the helm of the paper is a record that few newspapermen possess. But on the 5th of November, 1885, Richard White pulled off the first issue of the Milton *Reformer*, and is still on the job, with the same press sitting in the same spot. The *Reformer* is just as its name indicates—rather fond of the Liberal party. In fact it started as such and as an advocate of temperance principles at a time when the latter were none too popular. Richard White was born on September 6, 1854, at Solina, in Durham County, son of Samuel White, builder and contractor. He attended school at Bowmanville until he was 17, being apprenticed there with the *Observer*, when Paul Trebilcock was foreman. Others there were James Gale, now editor of the Erin *Advocate;* T. Jeffery, on the *Globe* staff; John Tamblyn, now postmaster at Oshawa. Going to the office of the Bowmanville *Statesman* as a journeyman at the time it was owned by the late W. R. Climie, Mr. White remained a short time, going then to Dunnville to take charge of the "*Monck Reform Press*," owned and published by "Deacon" Weatherby. When the Deacon's son came from the States shortly after, Mr. White found his job gone. Like many others before and since, he then came to Toronto, working for Mr. Stephens, who ran a small job office in Yorkville, opposite the then Yorkville postoffice. It was in August of 1877 that he went to Milton as foreman for the late T. J. Starrett, who had just bought the defunct *Halton News*, formerly run by Theodore Burns. M. J. Watson purchased the business shortly after. Politics were taken seriously in those early days, in fact so seriously that Mr. White had to part company with the paper. As he admits himself, he was too "Gritty" for the man who then owned the paper, and so it was that a few months later he, in company with the late W. D. Brothers, started the *Reformer*, as a temperance paper and Liberal in politics. The first number was issued on Nov. 5, 1885, in the presence of the late Rev. D. M. McKenzie, the late R. S. Porter and others. Mr. White pulled off the first issue then—is still on the job—the same press being in the same spot in the same office.

Mr. White sent two sons to the front, one with the 76th, Lance-Corp. F. C. White, who went over in the spring of 1916, and was badly wounded in the Somme battles, and later invalided home; the other, Signaller E. Blake White, went over with the 164th Halton Battalion, and is still in France.

Mr. White is now and has been for several years a member of the Milton Board of Public School Trustees. On Christmas day, 1877, he was married to Jennie Talling, of Bowmanville, twin sister of Rev. Dr. Talling of Toronto.

The death occurred in Grimsby of Francis Gibson, foreman of the Grimsby *Independent* office. Influenza and pneumonia caused death. He was the third son of Robert Gibson, of Beamsville, and a nephew of the late Senator Gibson.

R. B. Osgood is again a member of fthe reportorial staff of the Galt *Reporter* and will represent the *Reporter* in Preston and Hespeler. Several years ago he was the representative for Preston and Hespeler, which position he filled for two years.

F. Secord, editor of the Meaford *Express*, was tried on a charge of criminal libel at Owen Sound Fall Assizes recently for statements alleged to have been published regarding Lieut. R. H. Spencer, formerly of the 147th Battalion. The jury brought in a verdict of acquittal.

The annual meeting of the Association of Canadian Advertisers will be held in the Windsor Hotel, Montreal, January 22nd and 23rd. Speakers at the dinner on the 22nd at 7 p.m. will be Jason Rogers of the New York *Globe;* Stanley Clague, of the Audit Bureau of Circulations, and John Sullivan of the Association of National Advertisers, New York. Reporters will be allowed at the annual dinner on the 22nd, but not at any of the day sessions.

William Colwell, the proprietor of Colwell's bookstore, and founder of the Wallaceburg *News*, died on December 24 at the age of 78 years. He had been active in the stationery business for more than 50 years, first at Mitchell, and later here. He published papers at Mitchell, West Lorne, Leamington, Paris and Wallaceburg. A widow and family of four sons and five daughters survive him. He was born at Cooksville, Peel County.

Parry Sound *North Star*: It is with deep regret that we report the death of Wallace C. Adam from an attack of pneumonia following influenza. Wallace Adam came to work on Friday morning, the 13th, feeling ill, and at about noon he left for his home, where he rapidly failed, and on the following Friday was removed to St. Joseph's hospital, suffering from pneumonia. At about one a.m. Saturday morning the end came. He leaves to mourn his loss a young wife and baby and a father, brother and three sisters.

A commission of Messrs. Slack, Lewis and Tarte, which is investigating conditions at the Government Printing Bureau, is making progress in its inquiry. The fundamental object of the investigation is to endeavor to place the institution on a footing similar to private establishments and to locate any waste that is occurring. When the report is made it is understood that it will disclose that the Bureau is very considerably overmanned, particularly outside of the session, the staff carried throughout the year being similar to what is employed when the load is at the "peak."

Lt. J. Vernon McKenzie, a Canadian newspaperman who went overseas two years ago with the 118th Batt., and has for a year and a half been with the R.A.F., has returned to Toronto, with a wound which will incapacitate his left leg for a few months. McKenzie was observer officer on a Handley-Page and crashed near Nancy, behind the American lines, after raiding a German town. He was formerly on the staffs of the Lethbridge *News*, Calgary *News-Telegram*, Winnipeg *Telegram*, Toronto *Star*, Toronto *News*, Ottawa *Journal*, Montreal *Star*, and American newspapers.

T. M. Humble is gathering matter for the publication of a book on "The Country Editor." It will consist largely of wise and witty sayings clipped from rural exchanges, as well as descriptive matter delineating the trials, discouragements, joy and pleasures of the average country editor. The writer believes that many brainy men on the country press are held down by a shriveled localism, and go through life practically unknown, yet who possess splendid abilities capable of filling larger spheres in life. A considerable portion of the book will be devoted to his personal experiences as editor and publisher of the Southampton *Beacon*, recounting many humorous incidents that occurred during his career as country editor.

The death occurred at Newmarket on January 6 of Erastus Jackson, in his 90th year, after a short illness. The late Mr. Jackson came to Newmarket in 1854 and took over the Newmarket *Era*, which had been established two years before. He was born at Kingston, Ontario, as was his father, his grandfather, one of the earliest settlers of Ontario, having been a British Guard at Fort Niagara. He learned the printing trade at Cobourg and Toronto, and after acquiring the *Era*, acted as editor and publisher of that paper for 25 years before handing the work over to his son, L. G. Jackson, who has done the work for 30 years. As warden of York County for two years and many times a member of Newmarket town council, Mr. Jackson was well known throughout the county politically, and his interest in agricultural work was shown by his acting as secretary of the Newmarket Agricultural Society for 35 years. He is survived by his son, L. G. Jackson, and by four sisters: Mrs. J. S. Flumerfelt, of Bronte; Mrs. John Bell, Calgary; Mrs. J. S. Parker, Hamilton, and Mrs. (Rev.) Charles Belfry, Flesherton.

Twenty grandchildren and 22 great grandchildren also survive him.

Cobalt *Nugget*: From the effects of influenza Earl Bray, a resident of New Liskeard, died at the Lady Minto Hospital Sunday morning. Deceased was about 29 years of age and leaves a wife and daughter between two and three years of age. Mr. Bray was a valued employee of the Daily *Nugget*, having been in the service of this paper for some time past. About three weeks ago he was taken ill with influenza, and returned to his duties at the *Nugget* after an illness of about six days. A week ago yesterday he again laid off, and was taken to the hospital for treatment, succumbing on Sunday, after a week's sickness. At the present time his wife and young daughter, his mother, father and sister are all in the Lady Minto Hospital, the latter being seriously ill.

Guelph *Mercury*: Of the several who enlisted from the *Mercury* office, and served at the front, five were Macs. There was Ronald Macdonald, Alister Macalister, Leonard McElroy, Jack McTague, and Jim McIntosh. The only death among this number has just occurred. A letter from his brother, who had been with him ever since they went over, conveyed the sad news to the home here, on Saturday, that Jack McTague had died, at Valenciennes. During his service as a reporter on the *Mercury*, Mr. McTague earned the friendship and esteem, not only of all connected with the paper, for his fine personal qualities and excellent work, but of the many citizens with whom his duties brought him in contact. A host of friends besides in this city, where he was born and always lived until the call came to do service for his country, will sincerely regret to learn of his death

Mr. Newton Wylie, who as a member of the Toronto *Globe* staff for some years and latterly as an organizer of public enterprises has become widely known in this Province and in the Dominion, has been appointed to an important position with one of the leading financial houses of New York City. It is announced that he will at once assume the duties of secretary and assistant to the president of the National Thrift Bond Corporation at 61 Broadway. Mr. Wylie organized the Committee of One Hundred, whose efforts resulted in the presentation of a petition to the Ontario Government and the enactment of wartime prohibition. He also took a leading part in the prohibition campaign in Great Britain last year, and latterly prepared and executed the press publicity campaign in connection with the Victory Loan of this year. For over five years Mr. Wylie was connected with the staff of the *Globe*, contributing to the local pages and for a time having charge of the agricultural page.

Mr J. I. Phillips, advertising manager of the *Journal* Dailies of Ottawa, has been appointed advertising and sales promotion manager of the Louis K. Liggett chain of drug stores, operating in five cities in Canada. The announcement was made by J. J. Allen, president and general manager of the Louis K. Liggett Company, and of the United Drug Co. of Canada. Mr. Phillips will sever his connection with the *Journal* next week, and will enter upon his new duties about February 1st. The Louis K. Liggett Company operates fifteen retail drug stores, located in Ottawa, Toronto, Hamilton, Winnipeg, and Calgary. The head office is at Ottawa. "As Advertising Manager of the *Journal* Dailies," said Wm. Findlay, of the *Journal* Papers and of the Ottawa *Free Press* to the amalgamation, "his work speaks for itself. The old *Free Press* was peculiarly fortunate in its selection of advertising managers. In the last twelve years of publication three men occupied that position. Mr. Phillips' predecessors were Frank Thompson, now general manager of the Canadian Street Car Advertising Company, and John D. McCallum, now manager of the eastern advertising office of the Montreal *Star*. Mr. Phillips completes a trio of three exceptional men, each of whsom has stepped into one of the big jobs in the advertising business."

Quebec

Leger Brousseau, at one time King's Printer for the province, has taken over the management of the sales department of the Quebec Telegraph Printing Company.

Capt. E. E. Cinq Mars, in civil life King's Printer for the Province of Quebec and for many years a well known newspaper man in Quebec, Montreal and Ottawa, is the military governor of Mons. His linguistic ability and fine military record won him this distinguished honor at the hands of Sir Arthur Currie.

A ten thousand dollar action for libel was served on the Quebec *Telegraph* by Peter French, attorney, acting for William Johnstone Morton, chief installation engineer of the Imperial Munitions Board at Quebec. The plaintiff in his action alleged reflections on his professional reputation in an article published in the *Telegraph* in September last.

Maritime

J. & A. McMillan, Ltd., St. John, have installed a monotype, their first typesetting machine.

C. C. McPhail has succeeded J. H. McHugh as night operator on the Canadian Press wire at St. John.

J. R. Barr, formerly with the Charlottetown *Guardian*, now is on the reporting staff of the St. John *Standard*.

The carrier boys on some of the St. John newspapers are forming a union with the intention of demanding higher pay.

Frederick H. Glasby, formerly news editor of the St. John *Standard*, has joined the news staff of the St. John *Telegraph*.

Job printers in St. John report a steady run of business, with staffs more adequate to handle the work than has been the case in several years.

Randolph O. McCougan of the Toronto *Star* is stationed in St. John for the winter months, covering the arrival of troopships with returning soldiers.

James K. Neville has resigned from the news staff of the Fredericton *Gleaner* to take charge of an insurance agency in Fredericton which he has purchased.

J. J. Wallace, recently of the Yarmouth *Times*, who has been connected with several daily and weekly papers in Nova Scotia, has taken charge of the Digby *Courier*.

Captain J. Douglas Black, who went overseas as quartermaster of the 236th Kilties Battalion, has returned from England and has resumed his post as news editor of the Fredericton *Gleaner*.

William Drake, who spent the summer and fall at Toronto qualifying for the air service and who received his discharge when the armistice was signed, has returned to the news staff of the St. John *Telegraph*.

Stephen H. Hanson, until recently news editor of the Fredericton *Gleaner*, has accepted a similar position with the St. John *Standard*. Mr. Hanson has had a wide newspaper experience, chiefly in the state of Maine and for a time in Boston, before coming to Canada.

Stephen H. Fry, linotype operator with the St. John *Times*; Guy Wright, printer with Barnes & Company, and Cornelius Gillis, ad. man with the *Globe*, have returned to their homes in St. John after serving overseas.

F. V. Young, for many years foreman of the Bridgetown *Monitor*, has accepted a position as advertising compositor with the Halifax *Chronicle*. Harry Carter, who has returned from France, takes Mr. Young's place on the *Monitor*.

The St. John Typographical Union issued a very attractive New Year's souvenir which is being sent to other branches of the union. The cover is of artistic and appropriate design and the inside pages contain a cordial greeting.

In St. James' Presbyterian Church, Charlottetown, P.E I., a magnificent memorial window was dedicated to the memory of the late Alex. Mackinnon and to his wife, who survives him. He was the father of H. V. Mackinnon, manager of the St. John *Standard*.

Major Leverett DeV. Chipman, editor of the Annapolis *Spectator* before the war, who was invalided home after being wounded in France while serving with the 13th Montreal battalion, died recently in Halifax of influenza.

Not only in newspaper circles but throughout the entire community, the death of William Coleman Jordan, business manager and secretary of the St. John Globe Publishing Company, is sincerely mourned. A fine type of business man, he found time and energy to devote to many lines of public and philanthropic work in spite of the fact that he did not enjoy robust health, and his genial and kindly manner had won for him a host of personal friends. Mr. Jordan, who was fifty-four years of age, was a native of St. John and in his earlier years was deputy United States consul for the port. Twenty-five years ago he accepted the position of manager of the *Globe* and afterwards became a shareholder and later secretary of the company. In his early days he was keenly interested in athletics and had more than a local reputation as a cricketer and runner. He was an active member of St. George's Society, the Royal Kennebecasis Yacht Club, the Canadian Club and several other organizations. For several years he had been secretary of the St. John Home for Incurables and also served as secretary for a trust fund for the establishment of a home for aged men. He was an active member of Centenary Methodist Church and in a quiet way, without ostentation, he had done much to help others. His latter days were saddened by anxiety regarding his eldest son who was reported missing on the Western front last fall and who has not been heard from since. Another son is in Northern Russia with the Allied forces. He is also survived by his wife, his youngest son and an only daughter.

G. H. Chisholm, editor and manager of the Digby *Courier* for the last year and a half, has severad his connection with that journal and has taken over the Kentville *Advertiser*, which he has leased. Kenneth Parry, foreman on the *Courier*, has gone with Mr. Chisholm to the *Advertiser*.

John E. Woodworth, proprietor of the Berwick *Register*, who has been engaged in journalism in the Annapolis Valley for the last forty years, is retiring to a farm near Yarmouth. The *Register* has been taken over by W. L. Hatfield, formerly of Yarmouth, who recently has been the proprietor of the *Standard* in Plumas, Man.

George H. Davidson, who has been connected with A. & W. MacKinlay's, manufacturers and stationers, for forty years, died Christmas week. Mr. Davidson was highly regarded and well known through the Maritime Provinces, where he travelled for a number of years, representing A. & W. MacKinlay's. One of the saddest features in connection with his death is that his wife died a few years ago. His son, a fine young man, contracted a cold while in the 10th Battery, and died before he had the opportunity to go overseas. Mr. Davidson's daughter died on 25th December and Mr. Davidson died on the 26th and both were buried in the one grave.

At the annual meeting of the St. John Typographical Union, No. 85, officers for 1919 were elected and installed as follows: President—Ernest H. Toole; vice-president—Henry McEachern; recording secretary—Frank W. Stanton; secretary-treasurer—Herman T. Campbell; sergeant-at arms—Hamilton Patterson; trustees—George Maxwell, John Longon, William D. Essington; I.T.U. audit committee—A. D. Colwell, F. Stubbs, F. Morissey; executive committee—George Maxwell, John Longon, E. L. Sage, John Thompson, Joseph Irvine, S. E. Fitzpatrick; allied label delegates—A. D. Colwell, H. Patterson, F. Morissey; apprentice committee—George Maxwell, J. C. Merrill, A. D. Colwell; delegates to Trades and Labor Council—E. L. Sage, H. T. Campbell, A. D. Colwell, S. Guy Smith, Frank W. Stanton; label committee—W. T. Hanneberry, Ernest H. Toole, Henry McEachern; hall committee—E. L. Sage, E. H. Toole, F. Morissey; room committee—F. Stubbs, D. Thompson, W. D. Essington; local audit committee—H. McEachern, H. Patterson, F. Morissey; sanitary committee—E. L. Sage, Geo. T. McCafferty, F. W. Stanton; correspondent to I.T.U. journal—F. Morissey.

The Globe

"Canada's National Newspaper"

announces the appointment
of

WILLIAM FINDLAY

of

The Journal Newspapers,
OTTAWA

as

ADVERTISING MANAGER
EFFECTIVE JANUARY 15TH.

Toronto, Canada, Jan. 1, 1919

Newspaper Changes in Annapolis Valley

Several newspaper changes are taking place in the valley to-day between Digby and Kentville. C. H. Chisholm, who has been editor and manager of the Digby *Courier* for the last year and a half, severed his connection with that journal Saturday night, and has leased the Kentville *Advertiser*. Kenneth Parry, foreman of the *Courier* since last April, also goes to Kentville with Mr. Chisholm.

Don. McKinnon, one of Sydney's progressive job printers, was in the city last week.

A. C. Mills, of the *Mining Journal*, Springhill, was a visitor here recently. He reports business brisk.

Fred N. Young, foreman of the *Monitor*, Bridgetown, N.S., has accepted a position with the Halifax *Chronicle*.

Mr. O. L. Davis, of Davis & Co., stationers and printers, Yarmouth, has been visiting Halifax lately, and reports business in his line good.

J. J. Wallace, recently of the Yarmouth *Times*, who has been connected with several daily and weekly papers in this province, being for a time manager of the Bridgetown *Monitor*, takes charge of the *Courier*.

W. L. Hatfield, a former Yarmouth man, who was recently proprietor of the Plumas (Manitoba) *Standard*, will take charge of the Berwick, *Register*. Its former proprietor, John E. Woodworth, who has filled an important place in Annapolis Valley journalism for the past forty years, is moving next spring to Yarmouth, where he has purchased a small farm

Now that the war is over and the end of 1918, the printers will no doubt be taking stock and figuring up how much profit they made during the past year. In the conditions under which the printing trade has been working, it is doubtful whether any profit has been made. This refers mostly to the Eastern part of Canada, pricipally to the cities of St. St. John and Halifax, where printers and press hands are very scarce and in a number of cases the larger plants are only running 65 per cent. capacity, and were very much handicapped by having to carry an extra amount of paper in stock, owing to the long delay in getting goods, namely, from four to eight weeks from the paper mills.

We are also handicapped with the business people of Halifax who have any volume of printing and do not consider for one moment the city printers, and who take pleasure in sending it out of the city, where there is no typographical union, and cheap labor, yet the merchants of Halifax do considerable kicking because the people send to Eaton's and Simpson's for their supplies. There does not seem to be any consistency in any of their dealings.

The writer knows of four pamphlets sent from Halifax in the month of December and given to a printer not sixty miles from Halifax. Again, there is too much cutting of prices both in St. John and Halifax. They seem to be frightened that one printer will put in a lower price than the other, and the result is that they are giving the user of printing the profit which they should retain themselves. This matter has been threshed out from time to time by the employing printers, but with no good results. The consequence is, I doubt if any printer or publishing house in the city of St. John or Halifax any more than clears actual expenses after paying himself no more than the employee whom he has to pay from week to week, and who has no worry or trouble, or business care on his mind at all.

The question has frequently arisen as to the advisability of establishing a warehouse at Halifax for the printers. It is a question if this would pay in view of the fact that there are so many makes or names of paper on the market. One printer will not use the same dandy as another printer. If the dandy were taken off paper, it would be much better for the printer, but perhaps not so for the paper manufacturers who have no sympathy for the printers who live a long distance from the paper centre.

The printers in Montreal and Toronto are not handicapped as much as the Maritime Provinces printers are, because they do not have to carry such large stocks of paper in these cities. Another item which handicaps the cities of St. John and Halifax is the high cost of production, namely, if you own your own printing premises the cost of taxes and other expenses are extraordinarily high, while if the printer has to pay rent, his rent is out of proportion to the value of the building which he has to pay rent for.

Newfoundland Notes

Fraser Bond, sporting editor of the Toronto *Globe*, was a visitor to Newfoundland during the latter part of December. Mr. Bond is a son of Rev. Dr. Bond and nephew of Rt. Hon. Sir Robert Bond, at one time Premier of Newfoundland. Besides being a fluent writer, Mr. Fraser Bond is a cartoonist of exceptional ability.

C. H. Shaw, traveling for the Linotype Co., of Toronto, spent a few days in St. John's, Newfoundland, in December.

On December 21, the *Bell Island Miner* came out as an eight-page paper containing considerable Christmas material.

It is reported that another weekly paper is soon to make its appearance in St. John's, Newfoundland, and that a building has been secured for the purpose.

The St. John's *Evening Herald* has issued a notice that it will re-build and will put in a plant that will be up-to-date in every respect.

The *Fisherman's Advocate* of St. John's issued, as its Christmas Number, a paper of forty pages on December 21. It contained quite a number of illustrations, showing particularly activities at Port Union

H. Y. Mott, assistant press censor, spent a few days visiting his old home in Dartmouth and returned to St. John's, Newfoundland, the latter part of December.

The 27th edition of the *Commercial Annual* made its appearance in December, and is the biggest number published in Newfoundland the past year. It is published by the *Trade Review* of St. John's.

The *Western Star*, of Curling, Newfoundland, come out as a Christmas issue on 24th December. Its front page contained one of the best pictures of Newfoundland caribou ever published. The paper was extensively illustrated with local views relative to many of the industries and sport of Ye Ancient Colony.

Sir P. T. McGrath, managing director of the St. John's *Herald*, who was on his way to Canada and United States on matters in connection with the Food Control Board of Newfoundland, had to abandon his trip and return home owing to the *Herald* fire.

The office of the Evening *Herald*, one of the principal daily papers in St. John's, Nfld., was destroyed by fire with loss estimated at sixty thousand dollars, of which two-thirds is covered by insurance. Sir Patrick McGrath, editor of the paper, who is also food controller for Newfoundland, had left the previous day for Washington on food control business but returned to the city to-night.

F. A. McKenzie, the noted war correspondent, visited Newfoundland in December and gave several interesting lectures, both at St. John's and Grand Falls. Mr. McKenzie, who is a Canadian by birth, having first seen the light of day in Quebec, was for nine years editor of the London *Times* weekly edition. He was for some years travelling correspondent for the London Daily *Mail* and represented that paper at the Russo-Japanese war. He spent four years on the battle front witnessing the late war. He will tour Canada from the Atlantic to the Pacific. His present undertaking is at the request and under the authorization of fthe British Government.

Members of the Fourth Estate of St. John's, Newfoundland, dined F. A. McKenzie, the famous war correspondent, on the eve of his departure, December 21. W. J. Herder, proprietor of the St. John's *Evening Telegram*, presided. The toast of the evening was proposed by Sir P. T. McGrath, and responded to by Mr. McKenzie. Editor James proposed a toast to the ex-editors, which was responded to by Dr. Robinson, P.M.G., H. Y. Mott, and Mr. Summers, Deputy Minister of Justice. The Minister of Militia proposed the health of the Chairman, which was responded to by Mr. Herder. There were some twenty members and ex-members of the Fourth Estate present.

On the December 12, a fire broke out in the building of the *Evening Herald* of St John's which caused damages estimated at forty thousand dollars. The press room on the ground floor escaped the flames, but the machinery and stock sustained considerable damage by water. Four linotypes and other equipment on the second floor were put out of commission. On the third floor another linotype as well as cutting and other machines, as well as a considerable amount of partly finished work, were destroyed. The building and plant carried some thirty-five thousand dollars' insurance.

Canada produces for sale 2,525 tons of newsprint paper and 2,500 tons of pulps of all kinds every day.

The United States has 2,500 daily and Sunday newspapers, and 14,000 weeklies, with an approximate total circulation of 71.000,000 copies.

Spruce, balsam, fir, hemlock, jack pine, tamarack, poplar and basswood are used in the manufacture of pulp.

Last year's exports of pulp and paper products exceeded in value Canada's total industrial exports of 1913.

Returned Soldiers Are No Menace

SO much is heard of the returned soldier that it might be imagined he was not a welcome comer to this country.

Some of our pessimists, when they look at the numbers that are being let out by the munitions works, are fond of throwing up their hands and saying, "And just think of all the returned soldiers that will be around looking for something to do."

One might almost imagine, to hear these croakers, that they wished the war might have continued indefinitely in order that there might be no such thing as the returning soldier to deal with.

Or else another guess might be that matters were becoming so serious that for every soldier returning home a civilian from the same community should go down and jump in the lake, in order to keep the balance of people and jobs unruffled.

Canada was mightily interested in these soldiers when they enlisted. She was mightily interested in them when they were holding that Western line that looked for all the world time and again as though it were going to break, and Canada is mightily interested in these men right now, and wants to put them back into civil life just as quickly and comfortably as possible.

The army that went from this country was not an army of professional soldiers. The army will not remain in the uniform. The men in it will cease to be soldiers just now as soon as they can be brought back and returned to civil life.

This returned soldier talk is being carried in some stages to a point where it might appear to be proper to refer to it as the "returned soldier menace."

For the great majority these are our own men. They are coming back to their own land. They are returning to a country that is well able to look after them—to a place that urged them to enlist and cheered them when they did so. There are some of them that war has used badly. These men are not on the charity of the country. They have paid the price almost to the limit, and every cent they get in the way of pension is a wage dearly purchased.

This army that is coming back is not an army of invasion. They are our own men. Fathers, brothers, sons, husbands of families that have always lived here. It would be well for some of the folks that speak with long faces of the returning soldier problem, to get this drift well imbedded in their mental vision.

IN an interview given the representative of the United Press by Mr. Hurley, chairman if the Shipping Board of the United States, he declared that the American Merchant marine flag must fly in every corner of the world. He announced that the United States would soon be able to build ships as cheaply as England. In addition to this the American merchant mariners would all wear uniform, and have fine living quarters. Mr. Hurley did not say if they were to have a gramophone for every two men, or one grand piano for the whole crew, but these details will no doubt be worked out later. It is expected that when the scheme is worked out thoroughly American ships will carry two crews, one to uphold the dignity of the American sailor, and the other to work the ships. The mere fact that all sailors will be uniformed will be enough to eliminate competition from ships with non-uniformed crews, as we cannot conceive of anybody shipping goods without the protection from damage conferred by the wearing of the official dress. Perhaps Mr. Hurley is influenced by the sentiment of the old song which says, "I Knew He Was a Sailor 'Cause He wore a Sailor Hat."

THE Ontario Government is going to open up more territory for fishing. All of which points to the need of making sure of a good crop of fishworms and corkscrews.

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Last month we reported October sales of Rebuilt Machinery as being heavy. November and December proved still better, showing the confidence our customers have in our methods, and the manner in which our machinery is rebuilt.

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- 30″ Peerless Cutter with interlocking gauge.
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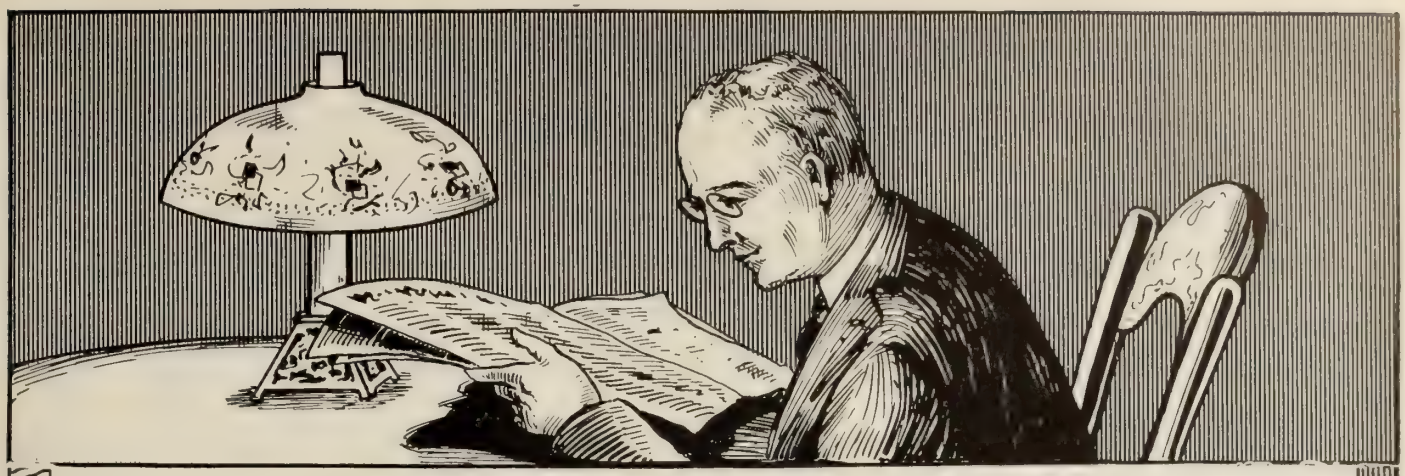

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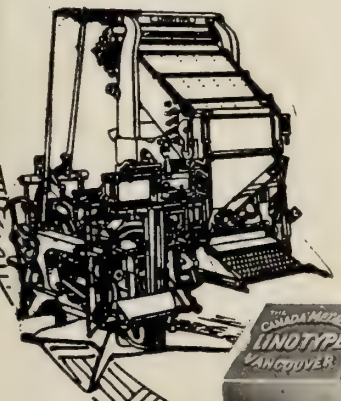

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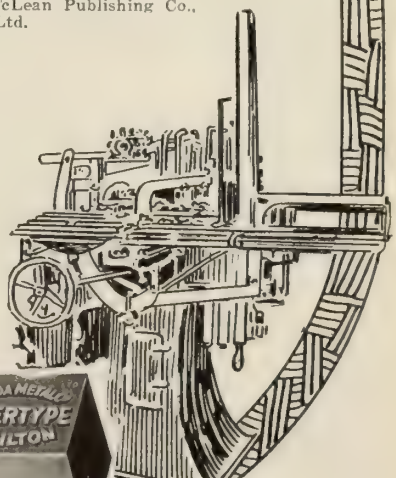

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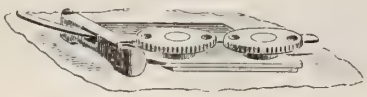

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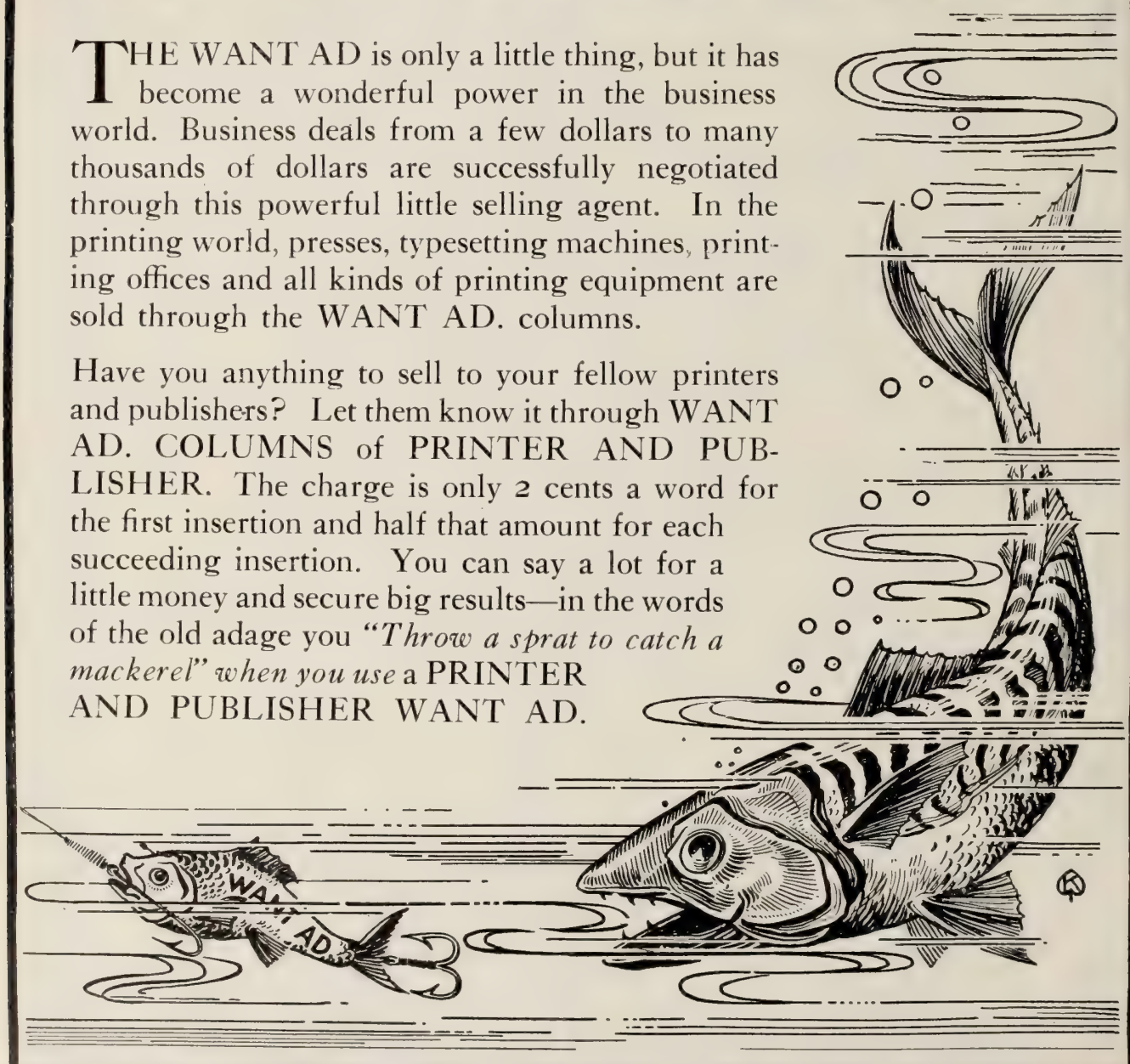

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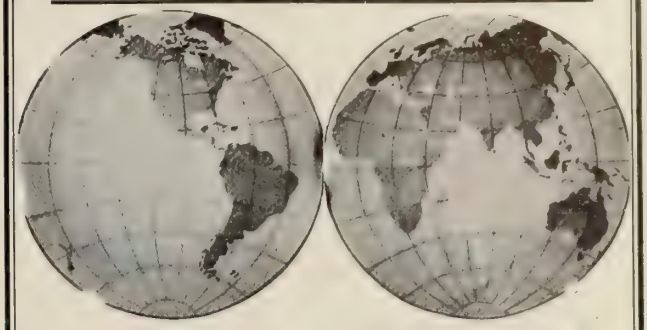

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contents are carefully censored—no sex stories—you can take it into your home with the utmost confidence.

A word about the contents—

"Why Laurier Will Wait"

In discussing the policy of the Liberal leader during the coming session of Parliament, J. K. Munro predicts, in January MACLEAN'S, that Laurier will allow Union Government a free hand. In this policy of inactivity "he sees the way open to the accomplishment of all his purposes. If he is half the politician his friends believe he is, he will sit and smile and wait—yet a little longer."

All Canada is interested in what is going to happen in Ottawa. J. K. Munro, veteran press gallery man, is a shrewd observer, and his political articles in MACLEAN'S have stirred up more comment than anything else appearing in the press of the country. He knows politics from the inside. "Why Laurier Will Wait" is a forecast of the near future that bristles with interesting points. A few of the other "head-liners" in this issue:

Bolsheviks at Work in Canada

A sensational article on activities in subterranean circles. There are foreigners in Canada ready to wave the red flag.

Achievements of the Canadian Army

Since the Canadian Division was formed, they have not retired a foot nor lost a gun—a marvellous record. An inside story of how this great army was handled and controlled is told by H. F. Gadsby who spent a month at Headquarters during the last great offensive.

The Grave Dangers of Peace

An article by Agnes C. Laut on the insidious new propaganda being launched by the Germans to split the Allies.

Jock in a Juggernaut

The most interesting war article in a long while, because it is new—it deals with experiences in the tanks.

AND THESE AS WELL:

The Dance Halls of Dawson - By E. Ward Smith

My Hour - - - By Robert W. Service

The Strange Adventure of a Rialto Rainstorm - By Arthur Stringer

The Minx Goes to the Front - - - - By C. N. and A. M. Williamson

The Three Sapphires - - By W. A. Fraser

Mr. Craighouse, of New York, Satirist - - By Arthur Beverley Baxter

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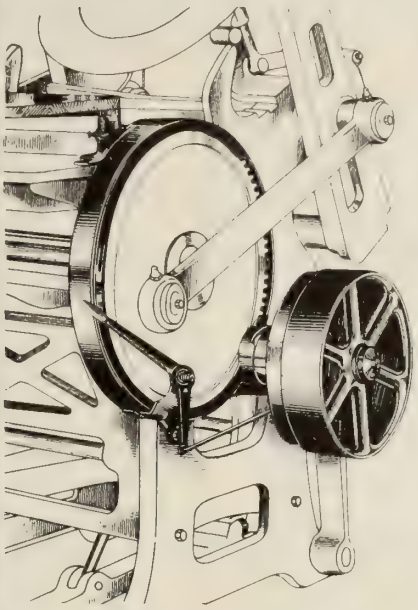

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BOOK REVIEW—A digest of the latest and best works.
JOB COMPOSITION—In this department problems of job composition are solved and numerous illustrations are shown in colors.
SPECIMENS—Under this head booklets, circulars and other specimens of printing are briefly reviewed and illustrated.
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MACHINE COMPOSITION—The linotype machine and its product are discussed for the help of the operator and machinist.
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TRADE NOTES—Brief mention of men and events associated with the industry published under this heading.
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Fastest Flat Bed and Platen Press on the market.
Unit Construction for any number of Colors on one or both sides and great variety of other operations. Roll Feed. Once through press completes job.
THE REGINA COMPANY
47 W. 34th STREET NEW YORK, N.Y.

You Want
GOOD SLUGS
The Best Slugs are made from Hoyt's Faultless Linotype Metal. Make sure of the Best.
HOYT METAL COMPANY
Eastern Ave. and Lewis Street, Toronto.
LONDON NEW YORK ST. LOUIS
Largest manufacturers of mixed metals in the world.

Buyers' Guide

TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish

BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N.Y.

Sales Department

Rooms 934-936, 200 Fifth Avenue, New York

J. R. Walker & Co., Ltd.

35 Common St. - Montreal

Manufacturers of FELT PAPER and FIBRE BOARD

Also purchasers of all kinds of Waste Paper.

GILT EDGE AND BORDERED CARDS

Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Bevelling and Bordering to the trade.

Send for Price List

JOHN BRADFORD

Card Manufacturer

70 LOMBARD STREET TORONTO

A Guaranteed GLYCERINE-Made

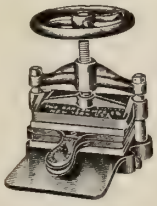
Flexible Glue

SEND FOR YOUR SAMPLE AT ONCE

BAYARD & CO., Inc.

29 BROADWAY NEW YORK CITY

WHILE-U-WAIT



RUBBER STAMP-MAKING OUTFITS

Require only eight minutes to make rubber stamps. Will also make Hard Rubber Stereotypes for printing. A few dollars buys complete outfit.

Send for catalog

The Barton Mfg. Co.

83 Duane Street - New York, N.Y.

NUMBERING MACHINES

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, N.Y.

PAPER MANUFACTURERS AND DEALERS

Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson & Co., John, 25 Melinda St., Toronto.
Halls Paper Co., Ltd., Fred H., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Provincial Paper Mills Co., Telephone Building, Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.
United Paper Mills, Ltd., Toronto.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS

Photo Engravers, Limited, Toronto.
Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Ault & Wiborg Co. of Canada, Ltd., Toronto, Ont.
Canada Printing Ink Co., 15 Duncan St., Toronto.
The Columbia Printing Ink & Roller Co., Hamilton St., Vancouver, B.C.
Dominion Printing Ink Co., 128 Pears Ave., Toronto.
Manton Bros., Toronto, Ont.
Reliance Ink Co., Winnipeg, Man.
Sinclair & Valentine, 233 Richmond St. West, Toronto.
Shackell, Edwards & Co., Ltd., 127 Peter Street, Toronto.

PRINTERS' FURNITURE

The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES

Babcock Printing Press Co., New London, Conn
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., R., 504-520 Grand St., New York.

PRINTING PRESS MOTORS

Kimble Electric Co., 635N Western Avenue, Chicago, Ill.
Manton Bros., Toronto, Ont.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
The Columbia Printing Ink & Roller Co., Hamilton St., Vancouver, B.C
Manton Bros., Toronto, Ont.
Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

PROOF PRESSES

Stephenson, Blake & Co., 60 Front St. W., Toronto.

PURCHASERS OF OLD TYPE, ETC.

J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

RAGS—WIPING

E. Pullan, 20 Maud St., Toronto.

REGISTER GAUGES

E. L. Megill, 60 Duane St., New York.

ROTARY PRESSES

Goss Printing Press Co., 16th Street and Ashland Ave., Chicago.
Hoe & Co., R., 504-520 Grand St., New York.

TYPE FOUNDERS

Stephenson, Blake & Co., 60 Front St. W., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg.

Timely Features

Little Talks on Trees
Hints for the Motorist
Weekly House Plans
Art Needlework

The International Syndicate

Features for Newspapers

Est'd 1899 BALTIMORE, MD.

McFARLANE, SON & HODGSON, Limited

WHOLESALE PAPER DEALERS AND STATIONERS

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RESULTS!

RESULTS! *Send us your list to-day* RESULTS!

Publishers' Protective Association

Goodyear Bldg., Toronto

RESULTS!

ATTENTION

OLD TYPE—BRASS

Copper, Zinc, Electro and Stereotype Plates and Old Brass

Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.

J. C. & L. W. EPSTEIN CO.

65 Pearl Street TORONTO

Ship us your scrap iron, rubber and paper.

Write us for Quotations

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 68 Temperance Street, Toronto.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Building, Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

WASTE PAPER DEALERS.

E. Pullan, 20 Maud St., Toronto.

Classified Want and Don't-Want Ads.

2c. a Word

Don't-wants may include a press, a chase or two, a cutter, a filing system, etc. Wants may include an editor, a printer, a purchaser for your business; you may want to buy a print-shop. Perhaps you want to swap something for something else. This page is your market; it's cheap enough; 2c. per word for first insertion; 1c. per word each time you repeat. Remit with copy.

BUSINESS OPPORTUNITIES

FOR SALE—UP-TO-DATE JOB PRINTING plant, capable of printing weekly newspaper, well established in County seat of Timiskaming district. Golden opportunity for establishing a French paper, representing a population of 25,000, for regular circulation and job work. No other French printing office within 225 miles. Have other interests. Particulars, price and terms on application. The Reliable Printery, Haileybury, Ont. (tf)

FOR SALE—JOB PRINTING BUSINESS IN city of Woodstock. Established 15 years. Advanced age the cause for selling. R. H. Constable, Woodstock, Ont. (p12p)

OPPORTUNITY FOR YOUNG MAN — Newspaper and job plant, in good condition, for immediate sale. Cylinder and two Gordon presses and good selection of type. Ontario town. $1,200. Box 630, Printer and Publisher. (p1p)

EQUIPMENT FOR SALE

FOR SALE—MERCANTILE ADDRESSING machine, prints from type or linotype, automatic, including galleys and cabinet. Snap. Full particulars on request. Box 629, Printer and Publisher. (p1p)

HUBER PRESS FOR SALE—SEVEN COLumns, 38 x 52; four rollers; front delivery. In good running condition. Apply to the Commercial Engraving Co., Hamilton, Ont.

FOR SALE—MODEL 5 LINOTYPE. NEW. Used six months only, with pie stacker and quantity of accessories. Easy terms and a snap. Also country Campbell cylinder press, good; wire stitcher, quantity job type, cabinets, stones, etc. Amalgamation of papers reason for selling. Express Publishing House, Aylmer, Ont.

EQUIPMENT WANTED

WANTED—FLAT CASTING BOX, ONE that will cast plate at least 7 columns wide by 10 inches deep. Send particulars and price to The Canadian Observer, Sarnia, Ont. (p1p)

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

SITUATIONS VACANT

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 68 Temperance St., Toronto.

SITUATIONS WANTED

PUBLISHERS—I HAVE HAD UPWARDS of ten years' practical experience, from messenger boy up, in Canadian editorial rooms. I know and can write what the people want to read. If your newspaper requires pep, and a thoroughly trained young man of thirty as managing editor, write me to-day, giving full particulars, salary, etc. Box 631, Printer and Publisher. (p1p)

EDITOR-PRINTER OPEN FOR POSITION as manager of rural weekly. Age 29, married. Send full details and copy of paper. Box 628, Printer and Publisher.

TRANSLATIONS

ENGLISH INTO FRENCH AND VICE versa. Advertising Booklets, Technical literature, Catalogues, Circulars, Posters, Commercial and other Correspondence. Why not secure Expert Service at once? It saves time and avoids unpleasantness arising from unsatisfactory translations. Moderate rates, including proof-reading. Correspondence especially solicited from Printers and Advertising Agencies. Léon A. Archambault, P.O. Box 135, Station B, Montreal.

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto.

WANTED

Good job and ad. compositor for up-to-date Toronto office, with modern equipment and bright, sanitary workroom. Apply by letter, stating what experience you have had. Box 627, Printer and Publisher.

"Co-operation" in a want ad. page is one of the necessities of modern times. Half of our worries will be over—the other half will not happen—when we learn to "get together." Co-operation in a want ad. page of your own trade paper is "something most devoutly to be wished for" by printers and publishers of Canada. The daily paper want column may get you a compositor or a two-thirder in a rush—but if you want to reach the man to fill an executive job—to edit, to manage, to sell ads., to sell jobs, if you want to dispose of a second-hand press or cutter, if you want to buy them, if you want to dispose of your business or want to get a partner, if you want anything or want to dispose of anything, CO-OPERATE ON PRINTER AND PUBLISHER WANT AD. PAGE. The rate is but two cents per word.

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ENDURANCE ROLLERS

The kind that give
the best satisfaction

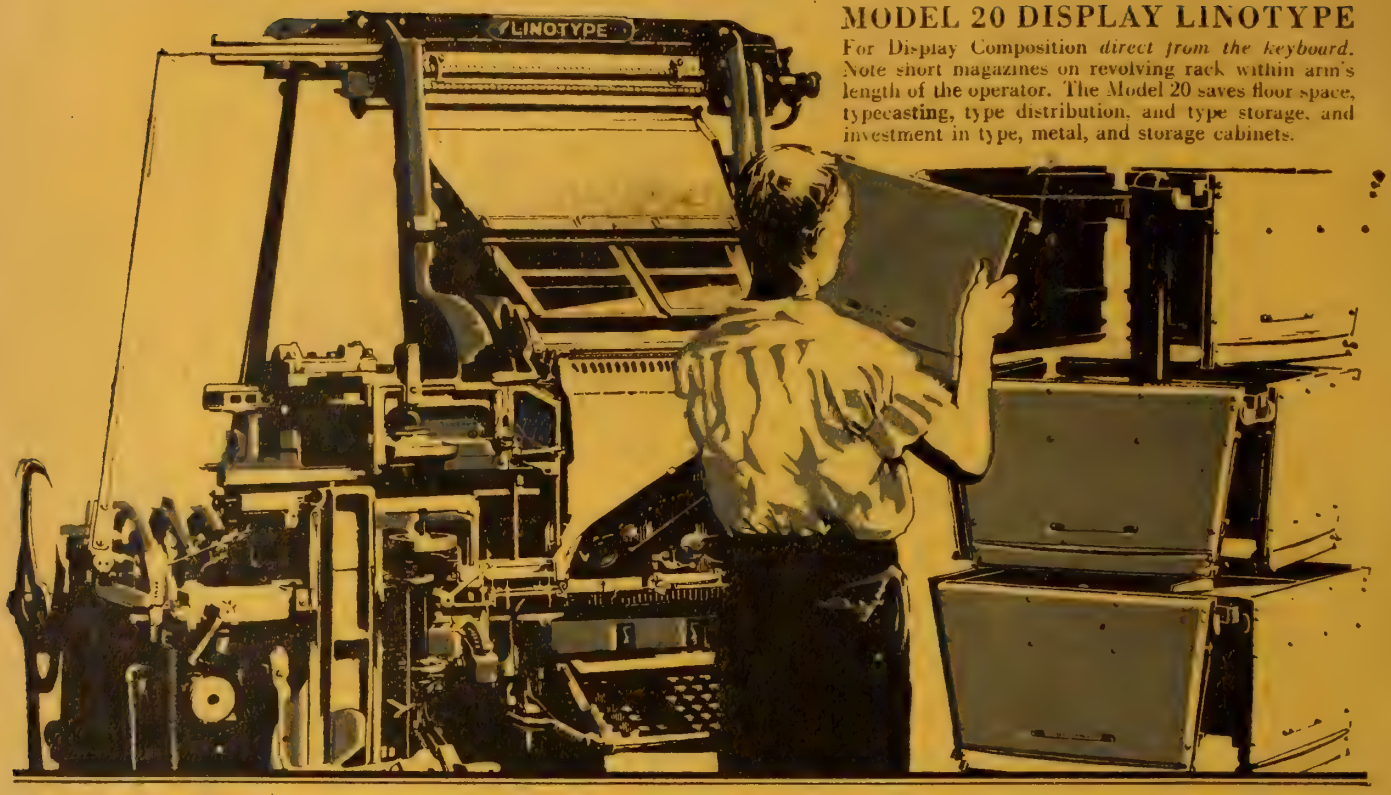
SURPRISE BLACK

The best all around non-offsetting Book
and Halftone Black on the market

*Procurable from any one of
our three factories*

THE AULT & WIBORG CO.
of Canada, Limited

MONTREAL TORONTO WINNIPEG



MODEL 20 DISPLAY LINOTYPE
For Display Composition *direct from the keyboard.* Note short magazines on revolving rack within arm's length of the operator. The Model 20 saves floor space, typecasting, type distribution, and type storage, and investment in type, metal, and storage cabinets.

MODEL 20 LINOTYPE

Puts Display Composition on a Straight-Matter Basis

Strips the composing room for action—a still further Linotype achievement along the vital line of conservation.

With the Model 20, display composition becomes Linotype straight-matter—set direct from the keyboard.

Its timely advantages, and advantages for time to come, justify the prompt attention of newspaper and magazine publishers, and book and job printers.

MORE THAN 37,500 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS

Aside from reducing the actual cost of display composition, the Model 20 puts the composing room on practically an All-Slug Basis. Write for particulars.

CANADIAN LINOTYPE LTD., 68 Temperance St., TORONTO

MERGENTHALER LINOTYPE COMPANY, *New York, U. S. A.*

SAN FRANCISCO CHICAGO NEW ORLEANS

This Advertisement is Composed Entirely of Linotype Material

PRINTER & PUBLISHER

for FEBRUARY 1919

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

FIVE Sound Reasons Why Printers of Canada Should Use

FIBRESTOC COVER

1—FIBRESTOC is *Made-in-Canada* and it's Canada's leading cover paper. Yet it is very moderate in price.

2—FIBRESTOC is 25 per cent. to 40 per cent. cheaper than imported covers of similar qualities.

3—FIBRESTOC is classy in appearance; folds evenly, embosses deeply, and permits the ink to dry with a lustre.

4—FIBRESTOC has a color range that suits all tastes —*Buff, Blue, Brown, Green, Grey, Robin's Egg, Lavender, Russet* and *White*, giving rare opportunities for striking effects with colored inks.

5—FIBRESTOC has a great variety of uses—you can adopt it for Catalogue Covers, Booklet Covers, Folders, Inserts, Post Cards, Envelope Fillers, etc.

TRADE MARK

This design a guarantee of quality

To the printer who is anxious to please his customer with a quality cover and at the same time keep the price of the job down, we can truly recommend FIBRESTOC.

Send for samples and prices and be convinced of its merits.

Made by

CANADA PAPER CO., LIMITED

TORONTO MONTREAL
WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

Other Good Covers

Wove Mill
Cashmere
Derby
Tinted Art S. C.
Tinted Art Suede

"Used in Canada wherever good printing is done."

"DOMINION"

BLACK INK

This is Our Speciality

ONLY MANUFACTURERS *of the Famous*
NON-OFFSETTING HALF-TONE BLACK

Dominion Blacks Dry With a Lustre

VICTORY BLACK

This ink dries at once and you can back up a form immediately.

THE

DOMINION PRINTING INK

AND COLOR COMPANY, LIMITED

128-130 Pears' Avenue, Toronto, Canada

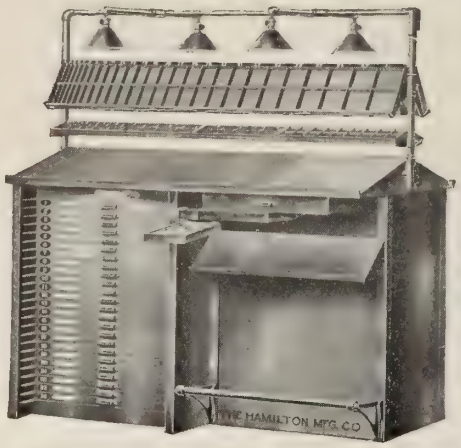
Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice *Manager for Eastern Canada*
128 Bleury St., MONTREAL
Phone Main 5124

Every Part *of the* Composing-Room

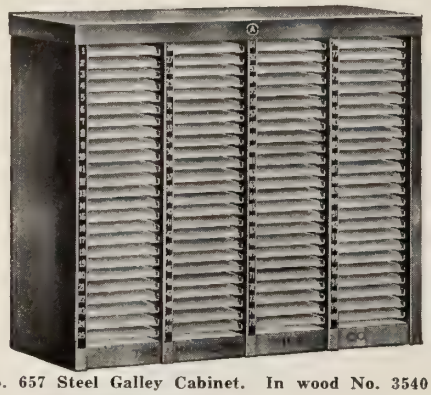
has been carefully considered and space-saving, time-saving equipments provided for it in the Hamilton line of Wood and Steel Printers' Equipment.



No. 549 Steel Adman Cabinet. In wood No. 2010

Type Cabinets

A design for every need—from the simple, inexpensive cabinet for the smaller country offices to the complete composing-room cabinet illustrated, with not only large storage space for type, but carefully arranged receptacles for rule, leads, furniture and other spacing and justifying materials.

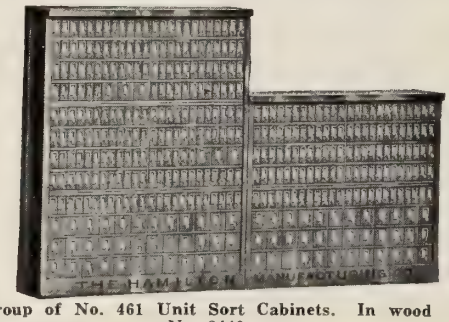


No. 657 Steel Galley Cabinet. In wood No. 3540

Galley Storage Cabinets

The Galley Storage system is one of the most important improvements for the print-shop ever devised.

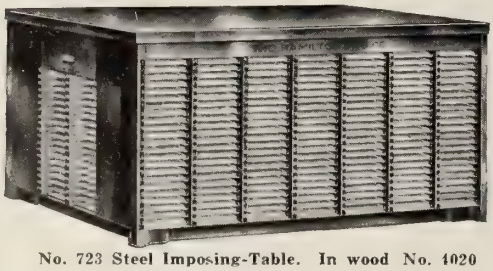
Cabinets and galleys of many sizes to fit all needs are included in the line of Hamilton products designed to reduce waste in composing-rooms.



Group of No. 461 Unit Sort Cabinets. In wood No. 3440

Sort Storage Cabinets

From the old-time cigar box to a modern unit system of sort storage is a natural evolution. But—what a saving in time! Who'd want to use the cigar boxes now that this system has been devised?



No. 723 Steel Imposing-Table. In wood No. 4020

Imposing-Tables

These are made now to fit the needs of each office instead of making the office fit the table. All of this has been made possible by the Unit System of construction.

The Hamilton Manufacturing Company

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern. J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

Hamilton Mfg. Co.'s

Printers' Composing Room Furniture

and General Printers' Wood Goods

At Greatly Reduced Prices

Stock comprises about two carloads of the very latest design of Printers' Efficiency Furniture. Included in this stock are some Racks, Frames, etc. (styles which the manufacturers are discontinuing) and we offer these first-class wood goods at

25% Off

Present Day Prices

Also reduced prices in other stocks which we are clearing out. They include TYPE, CHASES AND MISCELLANEOUS TOOLS AND SUPPLIES. (Prices are for territory east of Port Arthur only).

It will pay you to write us about your requirements. We invite you to visit our New Showrooms, corner of York and Wellington Streets, Toronto. We have on display a complete line of the most modern labor-saving machinery for the Printing, Bookbinding and Allied Trades.

Toronto Type Foundry Company, Limited

Manufacturers and Patentees

Toronto **Montreal** **Winnipeg** **Regina** **London, England**

"DEFENDER"

Enamelled Blotting

Here is a blotting paper with an established reputation. It has all the attributes of a good enamelled blotting, yet it is moderate in price. We are now carrying a large stock of "Defender" and can fill your requirements promptly.

19 x 24-100 and 120. White on Blue and White on Cherry.

No orders too small or too large.
Prompt service in every case.

UNITED PAPER MILLS LIMITED
TORONTO - CANADA

"QUALITY"
COATED BLANKS AND COATED PAPERS

WHEN looking for superior qualities in **Coated Blanks** and **Coated Papers,** confer with us. We only handle lines that have an established reputation for quality of the best.

Prompt service. Let us send you quotations. We do business from coast to coast.

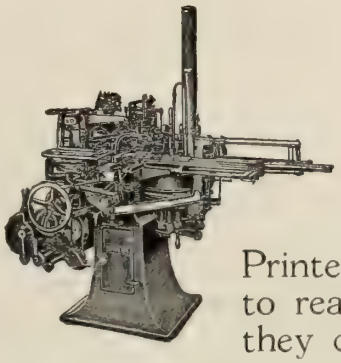
Coated Blanks
Enamel Book
Coated Lithos.
Coated Covers

PAPER SALES LIMITED
Bank of Hamilton Building - TORONTO, Ontario

Your Composition Cost . . . . . *It can be reduced*

Do you know that the Monotype reduces the cost of both machine and hand composition? *It does this through the Non-Distribution System.*

It reduces the cost of machine composition by making productive all the caster hours by using some of them in making type for the hand composing-room, thus cutting the caster hour costs.



It reduces the cost of hand composition by eliminating distribution and the type foundry bills, while making all the hours of all the compositors productive hours.

Printers have sometimes failed to realize these facts because they did not give the Caster proper credit for the time used in type making as productive time, thereby getting apparent high hour costs.

Lanston Monotype Machine Co

PHILADELPHIA

NEW YORK, World Building — BOSTON, Wentworth Building
CHICAGO, Plymouth Building — TORONTO, Lumsden Building
Monotype Company of California, SAN FRANCISCO

This Advertisement set in Monotype Series No 38 and Monotype Rule

PERFECT PRINTING PLATES

— made by men of experience

— gained through years of successful practice

Let us talk over your engraving problems in your office or ours

RELIANCE ENGRAVING TORONTO

PHONE AD. 4094 — 143 UNIVERSITY AVE.

For Quick Sale

ONE W. & B. 8 x 12 Platen Printing Press with throw-off ink fountain, 3 chases for belt drive.

ONE W. & B. 10 x 15 Platen Printing Press with throw-off ink fountain, 3 chases for belt drive.

ONE 14 x 22 "National" Hartford Platen Printing Press with throw-off ink fountain with special ink distribution rollers, 3 chases, side steam fixtures.

ONE "Hamilton" 30-drawer double type cabinet.

ONE "Hamilton" 18-drawer single type cabinet.

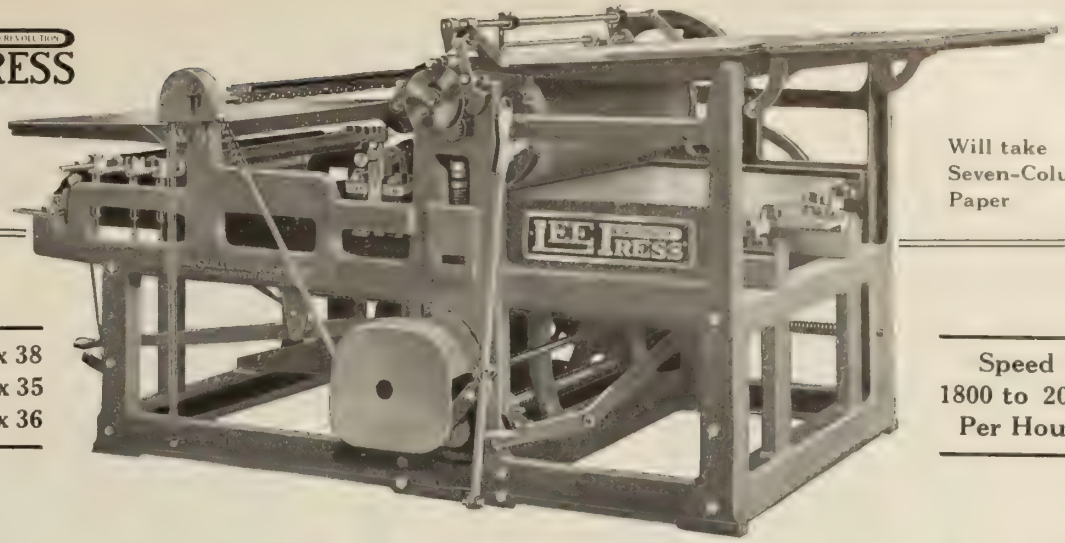
A lot of type racks, type cases and composing room furniture, including 2 imposing stones.

Prices and full details promptly furnished.

The J. L. Morrison Co., Toronto

445-447 King Street West

LEE PRESS



Will take Seven-Column Paper

Bed 26 x 38
Form 22 x 35
Sheet 24 x 36

Speed 1800 to 2000 Per Hour

The Economical ALL-AROUND Money-Maker

Designed especially to meet the great demand for an economical, easily handled, high class, two-roller, fly-delivery, two-revolution press that will turn out all kinds of commercial work, as well as handle your publication—in fact, it's the "all-around" press. Has Rack-and-Screw and Table Distribution, Two Form Rollers, Impression Trip, etc. Registers perfectly at all speeds. In its low first cost, economical up-keep, superior product and remarkable low cost of operation it represents the best possible investment you can make—a continuous profit-producer.

SEND FOR FULL PARTICULARS AND PRICE TO ANY DEALER IN PRINTERS' SUPPLIES, OR

The Challenge Machinery Co., Grand Haven, Mich. CHICAGO, 124 S. Wells St. NEW YORK, 71 W. 23rd St.

FRED W. HALLS PAPER CO. LIMITED
GOODS SOLD TO THE TRADE ONLY
TORONTO

We carry the following sizes in

Parchment Bond

17 x 22 22 x 34 19 x 24 17 x 28

New Sizes Just Added to Stock

18¼ x 22¼	19¼ x 24¼	22¼ x 28¼	28¼ x 34¼	26¼ x 28½
White	Buff	Blue	Pink	Canary	Green	Golden Rod

PROMPT DELIVERIES

Fred. W. Halls Paper Co., Limited, Toronto

Corner Duncan and Richmond Streets

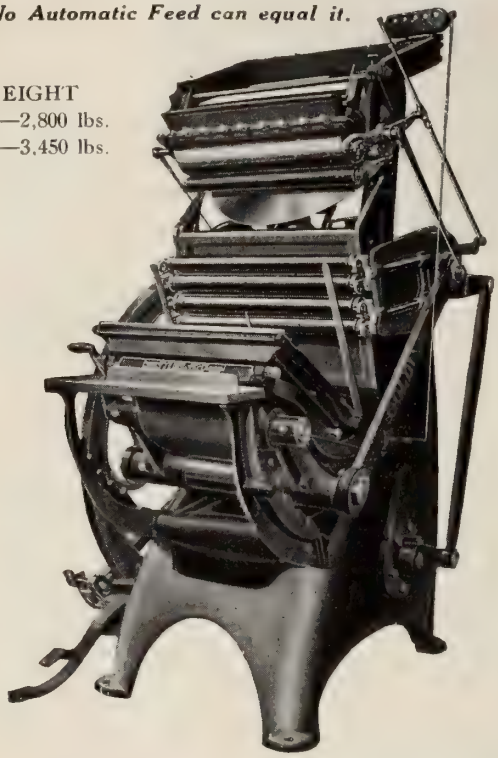
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutter and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS

Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

"Quality Brand"

"Quality Brand"

INKS AND ROLLERS

For All Classes of Printing

"QUALITY BRAND"

S. & V. Inks and Rollers are in use in printing offices from coast to coast. They are appreciated by practical men.

SINCLAIR & VALENTINE CO.
OF CANADA, LIMITED

233 Richmond Street West

TORONTO - - - ONTARIO

WINNIPEG MONTREAL

MAKE the cover so attractive that the prospect who gets your catalog will be impressed with the character of your offering.

That's the first point to consider in successful catalog making.

If your catalog doesn't impress the recipient favorably, it might as well not have been mailed.

SULTAN COVERS

Have a way of saying, "What's under my belt is well worth while." Then, too, they make a good base for fine art work and printing.

SULTAN covers may be had in nine oriental shades in 20 x 26-65 lbs.; also in 20 x 26-35 lbs., in six shades, suitable for fly leaves and box covers; and in 20 x 26-90 lbs., Rhinos Finish.

We will be glad to send you a Sample Book.

Niagara Paper Mills

Lockport, N.Y.

KIMBLE MOTORS

will save time, electricity and spoilage in your plant if you have alternating current electricity.

For 15 years we have specialized on speed-controlled alternating current motors for

Cylinder Presses, Job Presses, Stitchers, Folders,

And other Print Shop Machinery

and several thousand "Kimble-ized" plants are ready to testify to the marked saving in electricity, increase in output and reduction in spoilage accomplished by our *flexible speed-control.*

Release from war restrictions enables us now to make very prompt deliveries, either of single motors or complete plant equipment.

Send for our catalog and tell us as specifically as possible what your needs are.

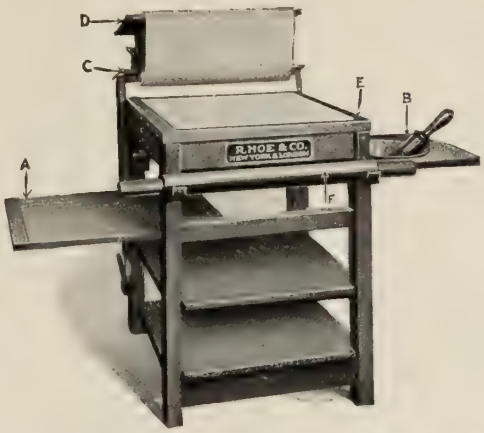
KIMBLE ELECTRIC CO.

GREAT WEST ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 87 Queen St. East, Toronto, Canada, for all points East of Port Arthur and Fort William.

NEWSPAPER PROPRIETORS

Who Desire to Economize
And At The Same Time Be Up-To-Date
Should Install This Hoe Time and Labor Saving Equipment



Improved Matrix Tissue Holder

Should be in Every Stereotyping Room

With this new and convenient holder only one man is required when making matrices.

Pressroom and Stereotyping Supplies

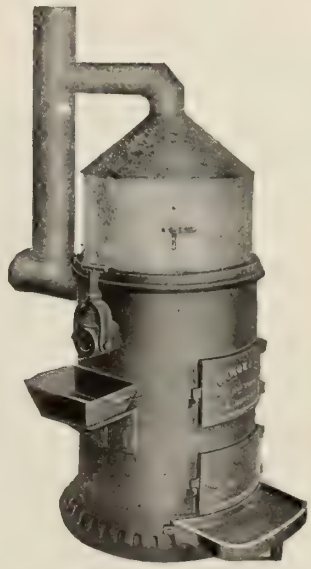
We also carry in stock the best quality of supplies and accessories of all kinds for the Pressroom and Stereotyping Department, including cloth and rubber blanketing of the very best quality, press tape, cardboard tail pieces, space packing felt, gauges, cutting knives, cutting blades, brushes, chisels, backing powder, Dextrine, Talc, China Clay, Gum Arabic, etc.

Matrix Papers

We carry a large stock of the best quality of Matrix Papers including Blotter, Red Rag and Domestic and Imported Tissue in all standard sizes and weights. We particularly recommend our Domestic Tissue, which is made especially for us to suit the requirements of the trade.

Cold Water Matrix-Paste Powder

If you have not tried our Paste Powder you should do so and see how convenient it is and what a saving it effects. Made from an approved formula without using wheat flour and requires no cooking.



Dross Refining Furnace

The purchase of this money-saver is an investment, not an expenditure. It will pay for itself in a short time.

R. HOE AND CO.

504-520 Grand Street, New York

MONTREAL, CAN., 120 St. James Street
CHICAGO, ILL., 544-546 South Clark Street
BOSTON, MASS., 7 Water Street
LONDON, S.E., ENG., 109-112 Borough Road

MANTON BROS.

For the Best

PRINTING AND LITHOGRAPHIC INKS

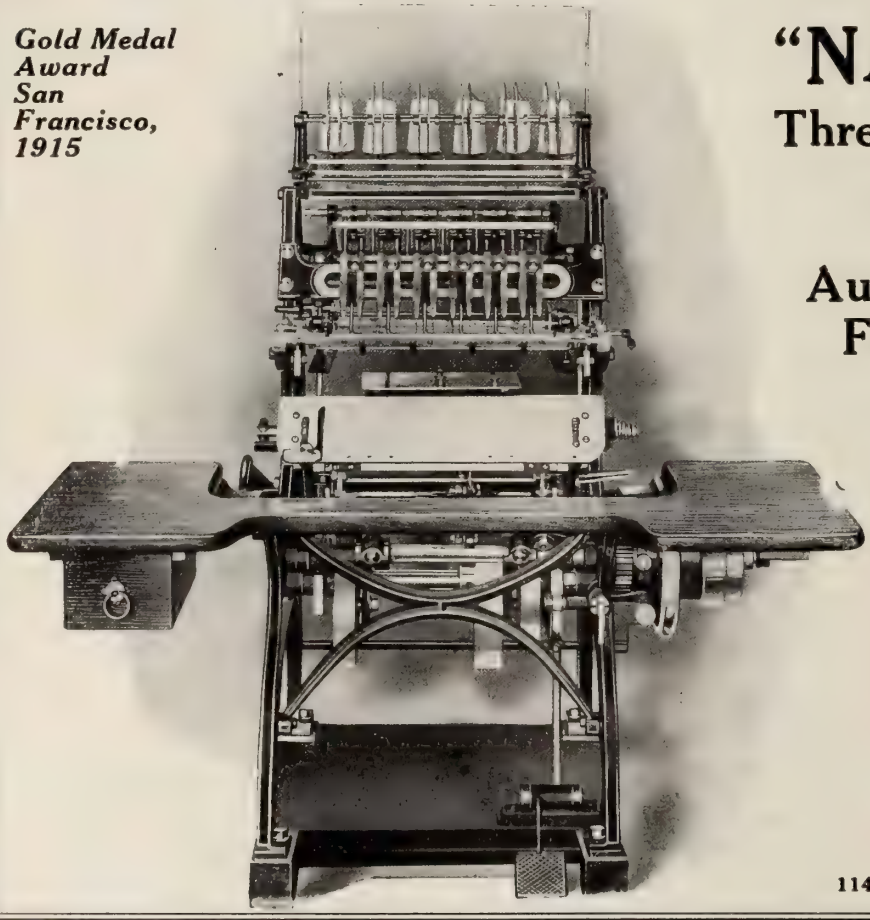
AND

PRINTERS' ROLLERS

If you are having Roller Troubles or difficulties of any kind in your pressroom, consult us—it will cost you nothing. We will cheerfully give you the benefit of our long experience.

WINNIPEG **TORONTO** MONTREAL

Gold Medal Award San Francisco, 1915



"NATIONAL"

Thread Book Sewing Machines

Auto. Wire Stitcher Feeder Machines

"Brown" Book, Catalogue and Newspaper Folding Machines

"Latham Monitor" Wire Stitching, Punching, Perforating, Paging Machines, Etc.

H. J. LOGAN

SOLE AGENT

114 Adelaide St. W., TORONTO, Ont.

SERVICE
DURING RECONSTRUCTION

To keep pace with reconstruction demands you want **real service.** We can supply you with the printing equipment you require.

If you want a new Cylinder Press, why not a **Premier?** If a **Pony,** why not a **Whitlock?** Or if an **Automatic,** why not a **"Swiftsure,"** the latest in automatic fed, high-speed Cylinder Presses?

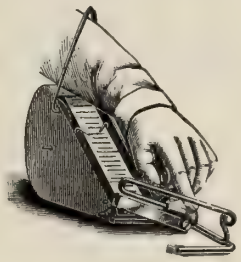
If something in **Rebuilt Machinery** we have genuine bargains.

If **Electric equipment,** we maintain a Service Department, and can supply new Motors or make your repairs speedily. Our repair men are experts.

Our fully equipped Machine Shop and Electrical Department is always at your SERVICE.

MANTON BROS., TORONTO

WINNIPEG MONTREAL



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER
A COMPLETE LINE COMPRISING
Stock Certificates
Gift Certificates
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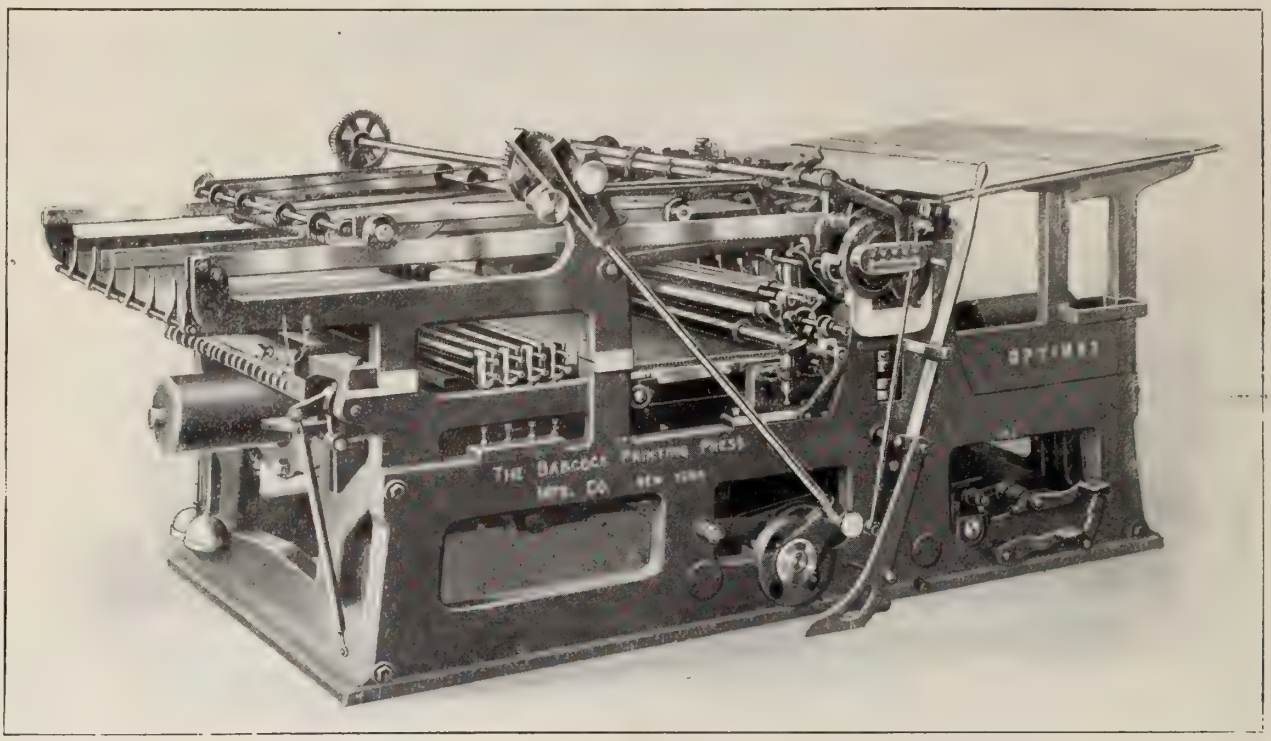
Bonds · Diplomas Checks Charters ·
Goes Corporation Record
also
Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.
· SAMPLES ON REQUEST ·

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT



BABCOCK PONY "OPTIMUS" PRESSES

Have never been equalled in printing small forms, with big profits.
No. 35 prints a sheet 23" x 33" or 22" x 34".
No. 41 prints a sheet 25" x 38".
No. 43 prints a sheet 25" x 38".

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT. 38 PARK ROW, NEW YORK CITY.
Miller & Richard, General Western Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba.

WILSON-MUNROE CO., LIMITED
TORONTO

The "Re-Construction Period" is going to call for all kinds of Advertising---Catalogues, Pamphlets, Folders, Printed Blotters, etc.

The following are well worthy of your consideration.

Buckeye Cover Paper

The Largest Selling Brand of Cover Paper in the World

Also the most economically effective Cover Papers on the market. They possess beautiful colors---receptive printing surface---great toughness and remarkable embossing qualities.

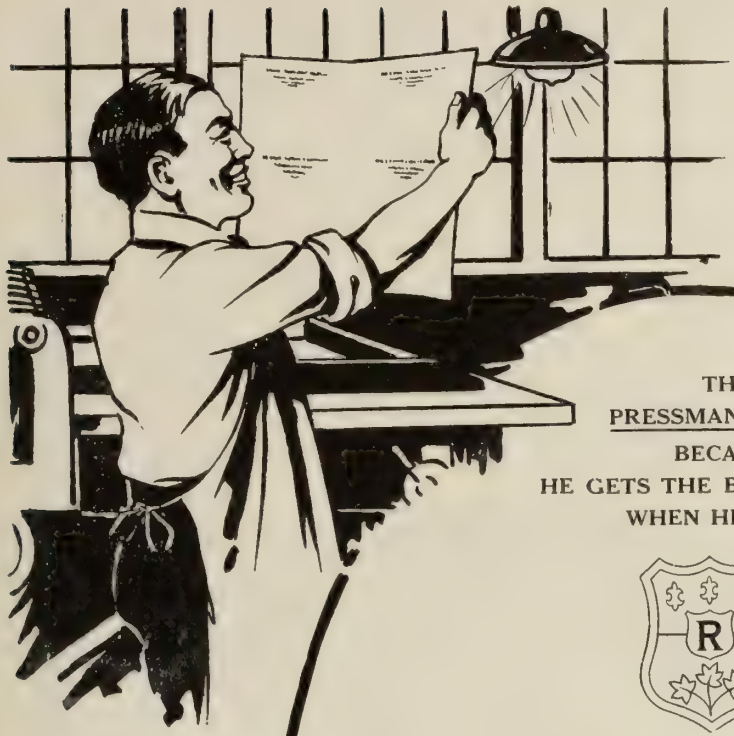
Blotting Paper

Wrenn's Porcelain Blotting — Ivory Enamelled Blotting

These are the Blotting Papers de-luxe for Advertising Purposes.

Large Stocks Carried in our Toronto Warehouse.
Samples and Quotation on Request.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES



THE "R SHIELD" WATERMARK
GUARANTEES
"ROLLAND QUALITY"

THE
PRESSMAN SMILES
BECAUSE
HE GETS THE BEST RESULTS
WHEN HE USES

SUPERFINE LINEN RECORD

The customer smiles too because his stationery on such a paper properly reflects his pride in his business.

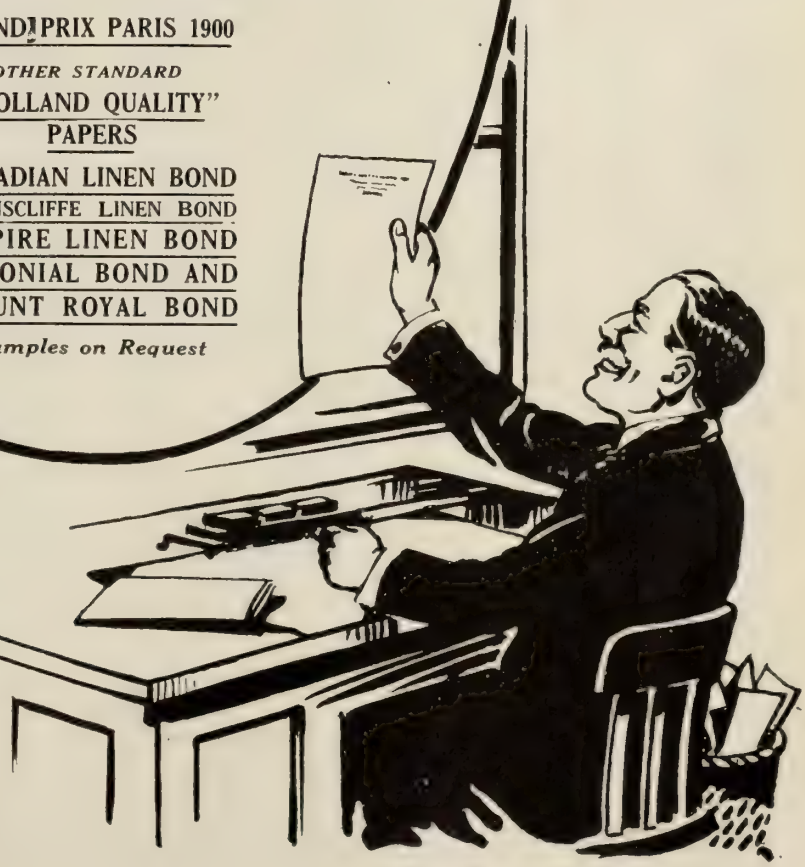
Superfine Linen Record excels in every feature of the best bond paper. Get a sample and put it to the test.

GRAND PRIX PARIS 1900

OTHER STANDARD
"ROLLAND QUALITY"
PAPERS

CANADIAN LINEN BOND
EARNSCLIFFE LINEN BOND
EMPIRE LINEN BOND
COLONIAL BOND AND
MOUNT ROYAL BOND

Samples on Request



Made in Canada by
The Rolland Paper Co.
Limited
Montreal

HIGH GRADE PAPER MAKERS
SINCE 1882

One of the Best of the Month

Editorial from the Montreal Star

FOR CRIMES UNSPEAKABLE

IT is good news that the Allies intend to bring to justice those of the enemy who were guilty of specific crimes in violation of the established customs of war. So much time and attention has been given to the case against the Kaiser that there was some danger of the lesser criminals escaping.

War is an ugly business and men may be forgiven for giving rein to their worst passions in the heat of battle. But it is not for deeds committed under such circumstances that justice must be done. It is not even for actions which in peace time would call for instant retribution but for which in war some shadow of "military necessity" might be pleaded that the full punishment for outraged law must be invoked. It is for devilish things done coldly, deliberately, systematically, deeds planned in advance and carried to their sickening conclusion, deeds which it would seem should have revolted every human instinct and the victims of which were in every case helpless to defend themselves.

Read—to take only a single instance—the story of the Wittenburg prison camp, quite early in the war. There Allied prisoners died in agony by the cart load, of typhus, in filth unspeakable, in bitter cold and starvation while the jeering guards mocked their cries for even a cup of cold water and drove them back from the barbed wire of their prison with bayonet and gun-butt, shoving the garbage that served these dying men for food once a day down a long chute, lest perchance a precious German life should be endangered by contagion. Can there be any place under God's sun for the "noble" German commandant of that camp or for that arch-coward the "Herr Doktor" who, muffled to the eyes in antiseptic cloths once, and once only, ventured behind the barbed wire, then rushed away in abject panic—and was given the Iron Cross for his heroism.

Cases like these could be multiplied indefinitely. They are not founded upon hearsay but upon bitter fact, attested to by the broken survivors of German bestiality in all its hideous forms. These things cry to Heaven for justice. We know who the criminals are and if it were for no other purpose than the example it will afford, justice must take its course where these men are concerned. After the American Civil War the North hanged some of the men guilty of lesser crimes than these against her prisoners. Surely these German butchers must not escape.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Getting a Fair Price for the Voters' List

An Important Matter That Needs Attention

By G. H. SAULTS, Manager Saults & Pollard, Winnipeg

I HAVE read your article on Voters' Lists in the November issue of PRINTER AND PUBLISHER, and while agreement is made with your observation that "there is room for a tremendous amount of standardization and study of actual cost," I cannot agree with your conclusions in regard to what you consider a fair price for the Simcoe list and the Yarmouth list (sample pages of which were reproduced). You say that $1.50 a page for the Simcoe list is a fair price for 200 copies, 6 x 9 page, 16 names to a page, 6 justifications or columns, no rules. This is, in major fractions, 9½c a name.

You then say that the Yarmouth list should be sold at $7 per page instead of $2.25, as was done by some printer who is wealthy enough to make a donation to the municipality of some three or four hundred dollars. The Yarmouth list, as an inspection will show, consists of 11 justifications, with rules, 69 names to a page. Composition measures 4,760 ems single price to a page. "There looks to be six hours' composition to a page, hand set." If you can supply us with about half a dozen compositors who can set a page of the Yarmouth list in six hours, we would be glad to give them permanent employment. They would be in a class by themselves in this territory. The Yarmouth list, with 69 names to a page, and 11 justifications, as

POLLING DIVISION No. 8—Continued. 3

No	Name	Occupation	Residence	P. O. Address
89	Finlayson, Wm. Jameson	Clerk	287 Spence St.	Winnipeg
90	Foncroft, Thomas A.	Warehouseman	198 Good St.	Winnipeg
91	Fargey, James J	Engineer	242 Good St.	Winnipeg
92	Faulkner, Francis Wilmot	Grain merchant	221 Balmoral St.	Winnipeg
93	Foley, Richard Denis	Civil service	232 Spence St.	Winnipeg
94	Frankling, Chas. Percy	Clerk	251 Spence St.	Winnipeg
95	Frankling, Samuel Ray	Accountant	251 Spence St.	Winnipeg
96	Fish, Wm. Robert	Traveller	224 Spence St.	Winnipeg
97	Ferguson, Jas. H.	Painter	554 Portage Ave.	Winnipeg
98	Frank, Wm.	Real estate agent	189 Spence St.	Winnipeg
99	Francey, Geo. Beatty	Clerk	301 Balmoral St.	Winnipeg
100	Fawcett, Sydney Dawson	Surveyor	285 Young St.	Winnipeg
101	Frank, Edward Cecil	Clerk	189 Spence St.	Winnipeg
102	Francis, Geo James	Elevator attendant	220 Good St.	Winnipeg
103	Furnival, Wm George	Upholsterer	312 Colony St.	Winnipeg
104	Grant, Percy Birrell	Medical student	283 Spence St.	Winnipeg
105	Galloway, Herbert P. H.	Surgeon	187 Balmoral St.	Winnipeg
106	Grundy, Charles	Manager	597 Broadway	Winnipeg
107	Gilbertson, Byron	Bottler	270 Good St.	Winnipeg
108	Greer, Norman P.	Bank clerk	296 Balmoral St.	Winnipeg
109	Galbraith, John	Accountant	249 Young St.	Winnipeg
110	Graves, Wm. John	Traveller	274 Good St.	Winnipeg
111	Grundy, Henry Platt	Barrister	597 Broadway	Winnipeg
112	Garneau, Uideric	Carpenter	216 Good St.	Winnipeg
113	Greig, Alfred Burness	Engineer	266 Balmoral St.	Winnipeg
114	Grundy, James	Clerk	208 Good St	Winnipeg
115	Gordon, Robert Allen	Electrician	254 Balmoral St.	Winnipeg
116	Gow, Walter John	Civil servant	296 Balmoral St.	Winnipeg
117	Gilmour, John Knox	Sales manager	271 Spence St.	Winnipeg
118	Gordon, Henry F.	Physician	178 Colony St.	Winnipeg
119	Gordon, Chas. William	Clergyman	567 Broadway	Winnipeg
120	Grantham, Geo Herbert	Accountant	267 Young St	Winnipeg
121	Gourlie, Wm George	Student	225 Balmoral St	Winnipeg
122	Guttormsson, Guttormur	Student	270 Good St	Winnipeg
123	Grant, Rod	Carpenter	237 Young St.	Winnipeg
124	Gilbert, Joseph	Watchmaker	270 Good St.	Winnipeg
125	Grantham, Frank Leonard	Clerk	267 Young St.	Winnipeg
126	Graham, Wilson Mowbley	Law student	208 Balmoral St.	Winnipeg
127	Grandy, Garnet Belfry	Merchant	247 Young St	Winnipeg
128	Harris, Charles	Carpenter	263 Young St	Winnipeg
129	Headlam, Archibald M.	Insurance agent	212 Good St.	Winnipeg
130	Hurst, William	Foreman	180 Good St.	Winnipeg
131	Hazelwood, Joseph	Carpenter	306 Good St.	Winnipeg
132	Hives, Wilfred Ernest	Clerk	297 Spence St.	Winnipeg
133	Horne, John William	Grocer	280 Colony St	Winnipeg
134	Hancock, Frank H.	Real estate agent	195 Spence St.	Winnipeg
135	Hamilton, Wm Cleland	Law student	199 Balmoral St	Winnipeg
136	Hickie, Clifford Henry	Cashier	240 Balmoral St.	Winnipeg
137	Hives, Christopher A.	Railway mail clerk	297 Spence St	Winnipeg
138	Hinde, Sydney	Contractor	288 Good St.	Winnipeg
139	Hickie, Browning R.	Mail clerk	240 Balmoral St.	Winnipeg
140	Holland, Francis Hy.	Traveller	226 Balmoral St	Winnipeg
141	Henry, Geo Alfred S.	Dyer	295 Spence St	Winnipeg
142	Hancock, Herbert W.	Clerk	195 Spence St	Winnipeg

FIGURE A—The price for this was 6½ cents per name. Instead of making columns the work is simply extended. Composition would be fairly rapid, but effect of the finished product is not pleasing.

—79—

No. on Roll	Name	Occupation & Residence	Qual.	P.O.	Jur
657	Gunton, R. E.	Builder, 92 Norfolk s	OFAO	1	J
658	Gray, Fred W.	Inspector, 135 Norfolk s	OFAT	1	J
660	Gibson, Harold	Bank Clerk, 135 Brock s	OFAT	1	
662	Gibson, L. C.	Supt., 132 Norfolk s	OFAO	1	J
663	Gunning, Herbert	Gardener, 287 Norfolk s	OFAT	1	
664	Gunning, Chas. S.	Gardener, 287 Norfolk s	OFAT	1	
753	Haskett, Michael	Laborer, 180 Owen	OFAO	1	J
754	Howick, Edward	Laborer, 30 Patterson	OFAO	1	J
755	Hamilton, Murray	Soldier, 251 Norfolk s	OFAO	1	
756	Hawthorne, Mary	Widow, 199 Norfolk s	OFAO	1	
757	Harrison, Isabella	M.W., 173 Norfolk s	OFAT	1	
759	Hornsby, E. G.	Spinster, 77 Brock s	OFAT	1	
761	Hunter, Arch.	Shoemaker, 74 Norfolk s	OFAT	1	
762	Hunter, Jean M.	Spinster, 74 Norfolk s	OFAO	1	
763	Hoag, Robt.	Currier, 162 Norfolk s	OFAO	1	J
66	Heal, Bonney	Painter, S. Victoria	OFAO	1	
770	Hill, Melvin	Miller, 114 Norfolk s	OFAT	1	J

FIGURE B—The Simcoe Voters' List, for which $1.50 per page was secured. PRINTER AND PUBLISHER considered that a fair price, but Mr. Saults' figures go to show that it is worth $1.87 or 11 cents per name.

No.	No. on Roll.	NAME	Occupation	Lot or Designation of Land: Lot Block D.G.S.	Plan No.	How held: Owner	Tenant	Occupt	Post Office	Resident	Non-Resident	Remarks
2242	3962	Tingley, James		169-170 13 St. James	1010	1			Winnipeg		1	
2243	3963	Tingley, W.		169-170 13 St. James	1010	1			Winnipeg		1	
2244	3979	Tuiton, Elizabeth		243-246 13 St. James	1010	1			Winnipeg		1	×
2245	3990	Taylor, W. J.		269 13 St. James	1010	1			581 Rosedale, Wpg.		1	
2246	4401	Tapp, Thos.		497-498 13 St. James	1010	1			Winnipeg		1	
2247	4110	Tinton, Elizabeth		515-516 13 St. James	1010	1			Winnipeg		1	
2248	4196	Turnbull, Jos.	Soldier	9-10 6 13 St. James	1286	1			Winnipeg		1	
2249	4203	Taylor, E. R.	Accountant	27-28 6 13 St. James	1286	1			Winnipeg		1	
2250	4206	Terry, D.		18 7 13 St. James	1286	1			Victoria		1	
2251	4333	Taylor, F. A.	Druggist	8 4 14 St. James	1215	1			London, Ont.		1	×
2252	4334	Taylor, T. B.	Druggist	9 4 14 St. James	1215	1			London, Ont.		1	×
2253	4432	Thatcher, O. H.		10 16 14 St. James	1215	1			57 Charlotte, Wpg.		1	
2254	4439	Turnbull, I. G.	Grain Buyer	10 15 St. James	1169	1			Komoka, Ont.		1	×
2255	4452	Turner, G. F.		25 15 St. James	1169	1			Toronto, Ont.		1	×
2256	4476	Thompson, J. R.	Teamster	51 15 St. James	1169	1			563 McDermot, Wpg.		1	×
2257	4523	Thovarinson, M. J.	Carpenter	128 15 St. James	1169	1			Winnipeg		1	
2258	4557	Tarr, H. J.	Designer	179 15 St. James	1169	1			St. James, Man.	1		×
2259	4591	Todd, Eva		5-6 3 16 St. James	1835	1			Winnipeg		1	
2260	4596	Troutman, S.		17 3 16 St. James	1835	1			Winnipeg		1	×
2261	1478	Upton, W. A.		83 1 100-101 St. Charles	1120	1			Winnipeg		1	
2262	2934	Ullestad, Henrik	Carpenter	48 12 St. James	1140	1		1	Sturgeon Creek, Man.	1		×
2263	4259	Udow, Lizzie		67-68 2 13 St. James	1315	1			568 Main, Wpg.		1	
2264	1558	Verschoot, Philomena		73-76 5 100-101 St. Charles	1120	1			Winnipeg		1	
2265	1777	Viel, Henry Gaston		9 22 100-101 St. Charles	1120	1			Winnipeg		1	
2266	2274	Vokes, Charles		44 122 St. Charles	1607	1			Winnipeg		1	
2267	2281	Vollans, R.	Agent	1-6 122 St. Charles	1641	1			McArthur Bk., Wpg.	1		×
2268	2472	Van Camp, G.		12-13 1 12 St. James	1238	1			Drayton, N.D.		1	×
2269	2970	Vaughan, Claude		101 12 St. James	1140	1			267 Assiniboine, Wpg.		1	×
2270	3012	Vanderberge, Marie		188 12 St. James	1140	1			Winnipeg		1	
2271	3175	Van Camp, W.		68 12 St. James	1154	1			Drayton, N.D.		1	×
2272	3309	Vert, J. A.		76-77 1 12 St. James	1439	1			482 Balmoral, Wpg.		1	×
2273	3416	Vickery, S. T.		25 1 12 St. James	2089	1			Weston, Wpg.		1	
2274	3576	Vanstone, Geo. A.		41 9 12 St. James	1354	1			Lambeth, Ont.		1	×
2275	3737	Vanderburgh, R. M.		35 17 12 St. James	1354	1			Orillia, Ont.		1	×
2276	3758	Vigfusson, Skuli		10 18 12 St. James	1354	1			Maryfield, Ont.		1	×
2277	3839	Vopni, J. J.		2-3 25 12 St. James	1354	1			404 Sterling Bk., Wpg.		1	×
2278	3927	Van Slyck, Byron L.	Traveller	61 13 St. James	1010	1			Winnipeg		1	×
2279	4163	Veitch, R.		18 3 13 St. James	1286	1			226 Princess, Wpg.		1	
2280	4301	Voss, W.		15 2 14 St. James	1215	1			Winnipeg		1	×
2281	2584	Vosper, Roy J.		8-10 5 12 St. James	1238	1			Winnipeg		1	×
2282	1267	Wynn, Mrs. T.		29 97 St. Charles	1367	1			413 Polson, Wpg.		1	×
2283	1292	Walkey, A. R		Pt. 97 St. Charles		1			Winnipeg		1	×
2284	1328	Warde, Lilian		4-5 2 98 St. Charles	1530	1			462 Dufferin, Wpg.		1	×
2285	1348	Wrigglesworth, A. B.		57-59 4 98 St. Charles	1530	1			Winnipeg		1	
2286	1413	Wrigglesworth, R. C.		42-43 8 98 St. Charles	1530	1			Winnipeg		1	
2287	1420	Williamson, Wm.		1-5 9 98 St. Charles	1530	1			Vancouver, B.C.		1	
2288	1457	Ward, Rupert		44-46 1 100-101 St. Charles	1120	1			Woodstock, Ont.		1	
2289	1490	Whaley, Wm. H.		107-109 1 St. Charles	1120	1			Newboro, Ont.		1	
2290	1517	Wheildon, Louisa		65-66 2 100-101 St. Charles	1120	1			Winnipeg		1	
2291	1534	Wilton, Lily L.		39-42 3 100-101 St. Charles	1120	1			Winnipeg		1	
2292	1547	Winterstein, Paul	Waiter	1-5 5 100-101 St. Charles	1120	1			Toronto, Ont.		1	
2293	1567	Waddell, Sarah Ann		50-51 7 100-101 St. Charles	1120	1			Winnipeg		1	
2294	1581	Woods, Wm.		58-63 8 100-101 St. Charles	1120	1			Winnipeg		1	×
2295	1596	Walmsley, Louisa		6-7 10 100-101 St. Charles	1120	1			Karnac, Man.		1	
2296	1616	Wells, Geo. N.		80-84 10 100-101 St. Charles	1120	1			Mather, Man.		1	
2297	1625	Walker, Annie May		17-18 11 100-101 St. Charles	1120	1			Winnipeg		1	
2298	1669	Woods, Lily		27-28 12 100-101 St. Charles	1120	1			King Edward, Man.		1	
2299	1702	Whittaker, H.		39-40 13 100-101 St. Charles	1120	1			901 William, Wpg.		1	
2300	1702	Whittaker, Joseph		41-42 13 100-101 St. Charles	1120	1			154 Sherbrook, Wpg.		1	
2301	1754	White, Janet		79-80 20 100-101 St. Charles	1120	1			612 Mulvey, Wpg.		1	
2302	1766	Watson, Robt. C.		44 21 100-101 St. Charles	1120	1			King Edward, Man.		1	×
2303	1788	Worsley, Susan		58-69 22 100-101 St. Charles	1120	1		1	Kirkfield Park, Man.	1		×
2304	1789	Worsley, Wm.		58-69 22 100-101 St. Charles	1120	1		1	Kirkfield Park, Man.	1		×
2305	1848	Wright, E. A.		11-12 1 102-103 St. Charles	1321	1			55 Aikins Blk., Wpg.		1	×
2306	1877	Wilson, Jane		25 2 102-103 St. Charles	1321	1			Home St., Wpg.		1	×
2307	1884	Welch, Elizabeth		Pt. 110 St. Charles		1			Kirkfield Park, Man.	1		×

FIGURE D—The price per name for this list was 15c. The average is 62 names per page. Mr. Saults figures the composition on this is worth $139. This page has 13 well-defined justifications.

against 16 names and 6 justifications of the Simcoe list, should carry a greater charge per name than your figures show. That is, the Simcoe list at 9½c per name is a much fatter job than the Yarmouth list at 10 1/6c per name. Indeed, if the Simcoe list is worth $1.50 per page (9½c per name) the Yarmouth list is worth $11 per page (16c per name). These figures more properly represent the relative values of the two jobs than your figures of $1.50 and $7.00.

Generally speaking, the prices charged for voters' lists are farcical in the extreme, and the suggestion is offered that PRINTER AND PUBLISHER can do a great service by going into this matter exhaustively, pointing out to those who have the capacity to learn, the correct price for the different styles. No matter how many kinds there may be, let a fair price be established for each and every one of them, using Ontario costs as a basis. If this were done, at least one reason for fool price-making would be eliminated—that is, lack of knowledge. There would still be left here and there, it is true, the fellow who wants to spite his competitor (and himself) by quoting cost or below cost; but they are surely growing less in these days of true values—not only true values of work to be performed, but true values of manhood and citizenship. To serve a community efficiently and intelligently it is necessary to work along lines of proper values. When you point out a man

Name of Taxable Person	Occupation	Residence	Description of Real Estate	Description of Personal Property	Poll Tax	Value of Real Property Within the Town	Value of Personal Property Within the Town	Income	Personal Property Outside Town Limits	Whole Taxable Property
Boyd John	stevedore	Moody's lane	homestead	furniture	2 00	500	100			600
Joseph W	customs offi'r	Porter	"	"	fire	2400	500	300		
			land and house Main No 8	stock in trade		1400	600			5200
Stephen		Main No 8		furniture	2 00		100			100
William	janitor	Main No 9		"	2 00		100			100
William L	clerk	Barnard	homestead	"	2 00	350	100			450
Boyle Hugh J	telegraph insp	Kirk	"	"	fire	800	150			950
Brackett William H	barber	"		"	60 yrs		200			
				barber shop fixtures			100			300
Charles S	clerk	"			2 00					
Bray William F, Albert Wilkens agent			land and house Green			350				350
Brint Frederick	fisherman	Water No 8	homestead	furniture	fire	500	100			
				motor boat			300			900
Bristoe Stanley	laborer				2 00					
Brittain Barney	"	Webster road			enl'td					
Mrs Catherine, widow		Water No 11	"	furniture		300	100		l's 400	
Ernest	laborer	Forest		"	2 00		100			100
Harry	farmer	Webster road	"		enl'td	700	200			
			land on Webster	stock		100	100			1100
Donald	clerk	Main No 8		furniture			50			50
Joseph	farmer	Webster road	homestead	furniture, etc	2 00	400	150			550
Brothers Frederick	mariner	Main No 9		furniture	2 00		100			100
Brown Amos B	street supt	Elm	"	"	60 yrs	2300	350	300		
			land on King			100				3050
Mrs Bessie, widow		Kirk	homestead	"		1100	100		l's 400	800
Mrs Ellen, widow		Elm	"	"		1100	300		l's 400	1000
George M	agent	Brunswick		personal property	2 00		200			200
Henry T	non resident	Chicago	land on Forest st and Haley rd			1500				1500
John	agent	Main No 7	homestead	furniture	2 00	2000	300			2300
William H	engraver	Main No 9			2 00					
Ralph U	merchant	Prince		"	2 00		400			400
Thomas	gardener	King		"	2 00		50			50
William H	mill hand	Glebe		"	2 00		100			100
Brush Charles	foundryman	Bond		"	fire		100			100
George A	merchant	Main No 11	homestead and shop	"	2 00	700	200			
			land and building Crescent	stock in trade		250	300			1450
William	mariner	Adelaide	homestead	furniture	2 00	500	200			700
William, jr	teamster	"			fire					
Bryant Charles H	agent	Public lane	"	"	60 yrs	900	350			1250
Burchill George estate			land Water No 9			300				300
Burgess Simon	laborer	Main No 9		"	2 00		50			50
Burrage Charles	chaffeur	Main No 10		"	2 00		100			100
Alfred		Tooker west		"	2 00		50			50
James	"	Flats lane			2 00					
Robert	water works	"	homestead	"	2 00	500	100			600
Thomas	machinist	Main No 9		"	2 00		100			100
Burrill Mrs Annie, widow		Elm	"	"		6000	500	500		7000
Conrad	clerk	Starrs Road			2 00					
Blake G	non resident	Halifax	land and house Main No 7			2600				2600
Blake G and John Murphy joint owners			land cor King and Brunswick			1100				1100
Don	farm	Pleasant	land on Pleasant	cattle and team	fire	700	200			900
Frederick	merchant	Main	homestead	furniture	2 00	3500	300			
			land and house west side Main			1600				5400
Hannah est, Mrs E Ewan agent			land on Brunswick			300				300
Harold	clerk	Starrs road			2 00					
Henry	merchant	"	homestead	"	60 yrs	1200	350			
			land on Pleasant	teams		300	150			
			land cor Starrs rd and Pleas't	shop Main No 7		700	500			
			land on Herbert	stock in trade		100	1100			
			land Starrs road from Caie			100				4500
Mrs Jane J, widow		Pleasant		furniture			400			400
Mrs Jane J for James Burrill's estate			land and building Pleasant			4500				4500
Joseph	jailor	Main No 8		furniture and cattle	60 yrs		300			300
Lindsay	clerk	Summer	homestead	furniture	2 00	1400	250			1650
Sydney	mail clerk	Porter	homestead from Homer		2 00	2000	200			2200

FIGURE E—The price at which this work was done, $2.25 per page, is equal to 3¼ cents. In a recent issue PRINTER AND PUBLISHER said that at least $7 per page should have been secured, while Mr. Saults places a fair price on the job at $11 per page or 16 cents per name.

VOTERS' LIST, WARD NO 5, RURAL MUNICIPALITY OF MORRIS 17

No	No on Roll	NAME	Occupation	Lot or Designation of Property	How Held	Post Office	Resident	Non-Res	Remarks
86	53-341	Gregory, Harold	Farmer	e 13-5-2w ...	O	Lowe Farm	1		
87	50-265	Geisbrecht, Jacob A	"	se 35-4-2w	O	"	1		
88	106-20	Goldstein, Louis	Merchant	lots 9-10, b4	O	Winnipeg		1	
89	43-32	Heppner, Agatha	Lady	ne 19-4-1w	O	Lowe Farm	1		
90	43-36	Heinrichs, H S	Farmer	n 20-4-1w	O	"	1		
91	43-37	Heppner, Peter	"	se 20-4-1w	O	"	1		
92	44-81	Harder & Franz	"	n 17-5-1w	O	"	1		
93	46-136	Heibert, Jacob	"	w 10-4-2w	T	"	1		
94	47 163	Harder, F. O	"	se 15-4-2w	O	"	1		
95	49-212	Heibert, John	"	ne 25-4-2w	O	"	1		
96	49-212	Hubert, Mary L	"	ne 25-4-2w ...	O	"	1		
97	49-222	Harder, George	"	nw 27-4-2w	T	"	1		
98	106-13	Heibert, A J.	"	lots 20-22, b3, p522	O	"	1		
99	45-96	Harder, D	"	nw 3-4-2w	O	Plum Coulee		1	
100	45-112	Harder, Jno. S.....	"	nw 6-4-2w	O	"		1	
101	49-231	Johnson, O. D.	Farmer	sec 29-4-2w	T	Plum Coulee	1		
102	48-183	Jones, H W	Doctor	s ½ 19-4-2w	O	Minn		1	
103	50-246	Jones, Milo B...	Gentleman	s ½ 31-4-2w	O	Pontiac.....		1	
104	52-314	Kelly, Lawrence	Gentleman	9-5-2w	O	Flint		1	
105	42-10	Kennedy, A.	Farmer.....	s 6-4-1w	O	Morden		1	
106	52-322	Kruse, Aug	"	nw 11-5-2w	O	Minona		1	
107	42-16	Klassen, Peter W	"	nw 8-4-1w	O	Lowe Farm	1		
108	53-353	Kasher, L.	Gentleman	se 15-5-2w	O	Braidwood		1	
109	43-31	Kruger, Frank.....	Farmer	se 19-4-1w...	T	Lowe Farm	1		
110	43-48	Karlenzig, Karl....	"	sw 30-4-1w	O	"	1		
111	47-156	Klassen, C. A	"	w 14-4-2w	O	"	1		
112	46-137	Klassen, M...	"	ne 10-4-2w	O	Rosenfeldt		1	
113	46-131	Kane, J. H.	"	nw 12-4-2w	O	St. Jean	1		
114	48-206	Klassen, P. A.....	"	nw 24-4-2w	O	Lowe Farm	1		
115	50-257	Klassen, Wm.	"	s 34-4-2w....	T	"	1		
116	44-87	Kohl, C.....	Gentleman	sw 18-5-1w...	O	Minonk.....		1	
117	52-302	Killelea, W. G	"	7-5-2w	O	Marsailles		1	
118	44-88	Kramer, Geo	"	se 18-5-1w	O	"		1	
119	45-107	Leopky, Jacob H.	Farmer	s 5-4-2w	T	Plum Coulee	1		
120	106-1	Leowen, J. P.	"	lots 13-24, b1, p522	O	Lowe Farm	1		
121	106-19	Loitz, S. R.....	Gentleman	lots 7-8, b4	O	Peotone		1	
122	106-9	Molloy, J P	Gentleman	lots 9-10, b3, p522	O	Morris.....		1	
123	42 3	Mazinka, Gus	Farmer	sw 5-4-1w	O	Rosenfeldt	1		
124	46-141	Moore, Mrs. S. C	Lady	w ½ 11-4-2w	O	Lafeyette		1	
125	45-98	McGittrick, Chas.....	Gentleman	ne 3-4-2w	O	Marion		1	
126	42-12	McLaury, J. L	Farmer.....	sw 7-4-1w	O	Glenwood.....		1	
127	45-106	Martens, Jacob M.....	"	n 5-4-2w	T	Plum Coulee		1	
128	46-121	Martens, John	"	nw 8-4-2w	O	"	1		
129	46-122	Martens, Jno. J.....	"	nw 8-4-2w	fs	"	1		
130	46-123	Martens, David...	"	nw 8-4-2w	fs	"	1		
131	47-177	McLean, Frank.....	"	ne 18-4-2w	O	Roland		1	
132	49-236	Miller, Robt.....	"	nw 30-4-2w	O	Stouffville		1	
133	50-247	Machray, J. A....	Gentleman...	s 32-4-2w..	O	Winnipeg		1	

FIGURE C—Municipality of Morris. For this the price secured was 14 cents per name. There are ten justifications to the page. This particular page, which looks like an average one, has 48 names.

who has no regard for values (either ethical or material) you point out at the same time a poor citizen.

To help along the good work, enclosed herewith are three samples of voters' lists, in addition to the two shown, with a selling price for such, based on cost of production in Winnipeg, which is somewhat higher than in Eastern Canada. An analysis of production is also given, the items set opposite each operation being the selling—not the cost—figures.

Let us take sample (A, Polling Division No. 8) for example, making extension columns covering the other samples (B, C, D, E). B, Simcoe list; C, Morris list; D, Winnipeg list; E, Yarmouth list. It works out as follows:

A	A	B	C	D	E
100 copies, 16 pages, without cover, size of page 6x9					
Stock—55 sheets, 24x36 50 S. & S.C. at $7.50 per ream	$ .83	$ .83	$ .83	$ .83	$ 1.60
Profit	.28	.28	.28	.28	.55
Composition—44,370 ems 8 point at $1 per 1,000, made up	44.37	16.00	96.00	139.00	152.30
Lock-up one 16, 3 hours at $1.80	5.40	5.40	5.40	5.40	7.20
Ink	.50	.50	.50	.50	.50
Press two hours at $2.10.....	4.20	4.20	4.20	4.20	6.30
Binding one 16-page section	.75	.75	.75	.75	.75
Delivery	.50	.50	.50	.50	.50
	$56.83	$28.46	$108.46	$151.46	$169.70

Turning the above analysis and totals into a rate per name, we get the following results:					
(A) 864 Names at 6½c.....	$56.16	.....	.....	.....	.....
(B) 256 Names at 11c..... (Simcoe List)	.....	$28.16	.....	.....	.....
(C) 736 Names at 14¾c.....	.....	.....	$108.56	.....	.....
(D) 992 Names at 15c.....	.....	.....	.....	$148.85	.....
(E) 1105 Names at 16c..... (Yarmouth List)	.....	.....	.....	.....	$176.64

Composition is the only varying factor in the five lists under analysis, with the exception of E. Because of the size of page, the Yarmouth list is figured to run in 8s instead of 16s, necessitating extra presswork, lockup and stock. The number of ems is indicated by the composition figures shown in each case, $1.00 per 1000 ems being the charge price.

In actual practice there will be a slight difference in results, allowance having to be made for headings at the beginning of each polling sub-division, short pages, and the pick-up of running box heads, should the job make more than 16 pages.

In Western Canada the opinion prevails that a price per name is the best method of charging for this work, 11c being the prevailing figure for 200 copies, samples (A) and (C) representing nine-tenths of the work, the Yarmouth style rarely, if ever, being asked for.

What Farmers Want to Read

Edmonton *Journal*:—A farmers' daily newspaper is one of the courageous schemes that comes to the front from time to time, and most recently it has been brought there by the United Farmers in Ontario. Some money has, in fact, been subscribed toward the establishment of such a publication, and the country people in the eastern province are said to be anxiously waiting for their own daily to begin.

If the farmers in any part of Canada can finance and maintain a newspaper enterprise there is, of course, nothing in sight that can prevent them from doing so. It will, however, be found a costly and none-too-certain a venture, things in the publishing world being as they are. There have been just enough journalistic funerals of late to sound a word of caution, and the farmers will no doubt hear it if they do not heed it.

The more pertinent point is that the daily newspaper press as it now exists in Canada does not deserve the imputation that a farmers' newspaper is necessary because the farmers cannot get a square deal without it. There is no publication in Canada so foolish as to oppose the farmers' rights and their value as nation-makers, and to say nothing of the farming trade papers and farm sections in various city dailies, every newspaper we know of is disposed to treat the farmer on even terms with every other worker.

If what is wanted is a newspaper that will stand for the interest of farmers against all other interests, it is obvious that such a journal would speedily become a narrow class paper and would bring about its own failure as a business venture just because it would not satisfy the farmers themselves. There is no body of people in Canada that more honestly wants the whole news and both sides of the question than the people on the farms.

Lord Northcliffe Quits Journalism

London.—Lord Northcliffe has retired as chairman of his associated newspapers, which include the *Daily Mail*, the *Evening News* and the *Weekly Dispatch*, thus ending one of the greatest romances in the history of the world's newspapers.

Lord Northcliffe as Alfred Harmsworth, a young and penniless man, made three vows—to become a millionaire, to be the owner of the *Times* and to be made "a belted Earl." He attained all three of these early ambitions some time since; now owing to ill-health he has been ordered by his medical advisers to take a long rest, and it is probable he will remain in the south of France, where he has gone to recuperate.

He retired from the directorship of his papers many months ago, so that his absence now will not interfere with the great developments which are contemplated at Carmelite House, now that the war is practically ended. The new chairman of the company is Thomas Marlowe, for 20 years editor of the *Daily Mail*.

Reasoning It Out With Free Publicity Man

A Better Way Than Using Waste Paper Basket

THERE'S nothing new about a request being made for free publicity. In fact it would be strange were a week to pass without a newspaper's mail containing some such matter. A few days ago the International Harvester Co. of Canada, through its London, Ont., branch, sent out letters to a number of papers. One went to D. McKenzie, of the Paisley *Advocate*. Here's the letter:

INTERNATIONAL HARVESTER COMPANY OF CANADA, LIMITED
Agricultural Implements, Engines
Threshers, Plows, and Wagons
LONDON BRANCH
J. A. McConkey, Manager.
217 York Street,
LONDON, ONT.

Jan. 23, 1919

To the Editor:
Dear Sir:

You will notice that there is no mention in any of the enclosed newspaper talks, of a Trade Name.

An editorial on Spreaders is good at any time, but from now on is the best season to bring before the farmers of your vicinity the wastage of manure, and to call their attention to the possible ways of increasing their profits through increased crops. It is unnecessary to buy more land to get bigger profits, but by sensible spreading the land he now has will give off bigger crops, and crops are money.

Please read over these clippings—then, when you wish to make up your editorials, you are at liberty to use them either all or part, as you wish—out of the group you will be able to pick the arguments best suited for your district. We know you will agree that these are good items, and that they contain much information of value to help you make up a good seasonable newspaper item.

Because there are no trade names these must not be considered as an advertising proposition in any way—all firms selling tillage machines and spreaders will receive as much benefit from them as we may do.

These articles were compiled lately, but it may now be necessary for you to change or omit a few of the patriotic expressions,—in other ways these talks are good as they stand.

Furthermore, we wish you to know that the figures contained in them are authentic.

Yours truly,
International Harvester Company of Canada, Limited
By J. A. McConkey, Assistant Manager.

* * *

T would have been an easy matter to take such a letter and toss it into the waste paper basket. But the very fact that the Harvester people wrote that letter makes it very plain that they felt the need of publicity. Had they not wished any publicity—direct or indirect—in the Paisley district, they would not have sent the appeal on to McKenzie asking for the insertion. And any publisher, when he thinks that a man who has anything to sell wants the public to know it, feels that he has an advertising prospect, and it's his own special line of business to close in with him.

Mr. McKenzie wrote a letter to the Harvester people that we hope got passed along far enough to reach the men higher up. The letter is not offensive—it doesn't give the "hot under the collar" idea at all. In fact it advances a good many real arguments that would be hard for the Harvester people to sidestep, and the line he takes might be worth while noting on the part of other publishers who are continually meeting the same sort of situations.

PRINTER AND PUBLISHER is pleased to have the chance of reproducing Mr. McKenzie's letter, and hopes that other publishers who meet similar cases in this manner would pass their experience along to other publishers. Mr. McKenzie's reply to the Harvester people follows:—

Paisley, Ont.
Jan. 27, 1919.

International Harvester Co.,
London, Ont.

Mr. J. A. McConkey, Asst. Mgr.

There is real good stuff in those newspaper talks you send us for publication. Splendid advertising that should get the J. H. C. business wherever it appears in print. Sorry we can't see our way clear to use it, however, without receiving the usual so much per inch.

We have purchased two I. H. C. engines within the past few years. Paid for one, and endeavoring to promptly meet the notes for the second as these come due. We didn't expect to get the engines for nothing, but would have been glad to exchange advertising space in part payment.

You advance as a reason for looking for free insertion of your newspaper talks, that these contain no trade names. At the same time you admit their advertising value by saying that other firms selling similar machines will receive as much benefit as you do. Sure. Then why not get together and open up a live and honest pay-as-you-go advertising campaign throughout this country? That would be business for the companies as well as for the newspapers. And we do believe that the companies would eventually make the most money out of such business.

Your machines are good ones. No earthly doubt about that. I. H. C. engines have the power to drive our little works. Printers' ink has the selling power that you require to use in disposing of the output of the great I. H. C. works.

Competition is the life of trade, it is said, but reciprocity is the soul of business. Reciprocate with us.

Yours truly,
D. McKenzie.

One Way of Collecting Money

The much misused editor has at last come to his own. The order of the pulp and paper board to "conserve" newsprint gave the editors a chance to "get even." At least that is what the editor of the Manson, La., *Democrat* says. Here's the story:

"This good old newspaper shop has a good joke on one of its delinquent subscribers. Years ago he pulled out of town and left, of course, his newspaper subscription unpaid. Every honorable method was used to get him to pay it, but he was adamant. Prosperity smiled on him and he revelled in wealth—for him—but the old bill of the *Democrat* never bothered him.

"Not long ago he began to yearn for news from the old home town, so he sent us a cheque for the two bones to pay for a year's subscription. When his letter came we smiled. When we looked it over again we 'lawfed.'

"Then we took it up to Morris Fitz's bank and cashed it and waited until we were sure it had reached its parent bank—and then we 'writ' the gentleman and gave him credit for two simoleons on his old account. Bet a horse and steal a horse that he never tries to subscribe for this sheet again."

City Job Shops Charged With Price-Cutting

Bad Impression Created by Various Figures

THE price assassin is not dead yet. He is abroad in the land. If he lives in your locality, let PRINTER AND PUBLISHER hear about him. If publicity will help printers to quit doing work for less than cost, why then let's have the publicity.

"P. George Pearce of the Waterford *Star*, chairman of the Weekly Section of the C. P. A., gives a recent experience as follows:—

"From a recent experience we have learned that all the fool cut-rate city job printers are not dead yet. We were asked to tender for 2,000 76-page telephone directories, by the Norfolk County Telephone Co., head office Waterford. Our tender was $3.65 per page. A Western Ontario city job shop got the job at $2.00 per page. The price for paper, adding 20 per cent. for profit, would be $65.00; and cover paper $10.00. There are 1,500 ems per page at 70c per thousand; for 76 pages, this would be $79.80, or a total of $154.80, and the job was completed for $152.00. We figure this firm did the following work free of charge: Make up 76 pages, make ready 76 pages. With 16 on there would be five runs on cylinder of 2,000 each. Press work on cover—two colors— folding, gathering, stapling, trimming and packing.

"Two years previous another Western Ontario job shop secured this job at $2.25 per page, another tendered at $3.00 and the highest one was $5.00. Our price was $3.00.

"What must the manager of a company think of printers as a class when he receives tenders that vary in price such as the above.

"Country printers would have little difficulty in securing fair prices if the city shops played fair. It is five years now since we have printed this directory and each time since a different shop has secured the job. Evidently these shops have been paying dearly for underestimating. In every case we have been offered the job at the price of the lowest tender, but nothing doing."

Here's Somewhat of a Comeback

In answer to the correspondent of your last issue in reference to my doing 500 ⅛-sheets for the moving picture theatre for $1.50, I wish to say they were 1/16 sheets and they could be set in 30 minutes of any good printer's time, and that the same man tried almost on his bended knees to get the work from the same house five years ago at the same price and did secure one set. The same high-priced individual did a 35-page book for the Agricultural Society in 1918, coated book paper with expensive cover, 100 copies; furnished and printed 200 lithographs; 1,500 envelopes in three different jobs and settings; some 12 sets of badges, 8 or 9 changes and furnished the ribbon, some 800 prize tickets, three changes and colors of cardboard, 1,000 dodgers, 500 programs, about 8,000 tickets with over that many changes to complete the job, 100 full sheet bills, three sets of letters to go with the tickets, annual meeting bills, auditor's report sheets and $25 worth of advertising in his paper, all for $114.00. He also did, and is perhaps yet doing, advertising in his paper very cheaply. Imagine a 6 in. double column advertisement for $8.00 a year, in a paper claiming a good circulation.

He Calls Upon the Daily to Come Forth

Port Elgin *Times*:—There seem to be plenty of newspapers, both daily and weekly, eager to warn the farmers against starting a newspaper of their own. In fact the warnings are so repeated that one might be excused for saying that these papers are over anxious. If the farmers' organization desire to start a weekly or daily newspaper, what's wrong with them doing so? The *Times* editor, for one, would be glad to have the privilege of perusing, daily or weekly, a paper wholly paid for and wholly edited by the agricultural class. One thing we may expect; a little less imaginative news and more actual news; we might also expect to hear mainly about the greatest class of people we have in this country and a little less about what the millionaires want. In fact we may expect to get a newspaper of reasonable size, with editorials written by men who have convictions and not merely opinions. There is nothing wrong in the United Farmers having their paper. If they expect to enlarge and solidify their organization they must have one.

Forty Years a Publisher

From the Kitchener *News-Record*:—In W. B. Burgoyne, editor and publisher of the *Standard*, St. Catharines has a useful citizen. His activities have not been confined to his own city. He is a member of the Hydro-Electric Association Executive and a supporter of the St. Lawrence Waterway project. He is generally found promoting all measures which will advance the social and material welfare of his native city and of his country.

The reason for this reference to his career is that he recently completed forty years of service to the public as editor and publisher. Few there are who have been able to weather the storms incidental to small-city newspaper work for four decades. His record is thus unique both for its quantity and quality.

His 40th anniversary in harness fell on Saturday, Feb. 1. He marked it by sending the mayor of St. Catharines a cheque for $1,000, with which to provide a rose garden for his city.

He will be commended for this deed, and others, who have to a greater extent than he accumulated coupon-bearing certificates, may be led to emulate his example and assist in civic beautification.

The gift is an indication that the spirit of public service, inculcated during the war, will not subside nor cease functioning in the forthcoming era of peace. Men will, according to their means, delight in furthering social betterment.

Their efforts may differ as widely as their ways of thinking differ, but assurances are not wanting that men of middle age and upward, who have succeeded in life, will hereafter exhibit less concern in providing shafts to perpetuate their memories and more towards performing services for their communities and fellows, which will cause their lifetimes to be as sweetly odored as Burgoyne's prospective rose garden.

The publisher of the *Standard* has turned over a new furrow and is to be congratulated on his venture into philanthropy, hitherto considered closed to the fraternity of publishers. His action may result in the Canadian Press Association sending a committee to investigate.

Wide the wonder trucks.
That that printer
Has been a sprinter
And saved a thousand bucks.

In This Age of High Finance

Ailsa Craig Banner:—A sneak-thief stole about $15 from the till in the Alvinston *Free Press* office one day last week. He was certainly a prosperous newspaper man to have that much money in his office at any time.

Henry Ford in the Publishing Business

The Dearborn Independent Carries No Ads.

SINGLE copies five cents—by the year one dollar. That's the way Henry Ford's paper, the Dearborn *Independent*, is sold. That rather prosy name is bolstered up in the next line by the wording "The Ford International Weekly." The editorial page announces that Henry Ford is president; C. J. Ford, vice-president; E. B. Ford, secretary-treasurer, and E. G. Pipp, editor.

The paper is all reading matter. It does not carry advertising. In fact the nearest approach to this is a small subscription blank on one page, inviting people to send along one dollar for a year's subscription. Of course there is the money behind the scheme to hold it up, but it would be rather interesting to know the result of the experiment of running an "adless" paper at one dollar for 52 editions.

The front page is taken up with a signed article by the editor dealing with the varied interests that are represented at the peace conference. And right at the outset one might be inclined to think that Ford's editor was going to rather Americanize the situation, for he says in one place: "Nor will we have a proper understanding of the conference unless we try to place ourselves where we can take the viewpoint of at least the four principal nations in the Allied side of the conference—the United States, Great Britain, France and Italy."

Now then if you're inclined to lean back and say, "and the last shall be first," hold a minute. Here's something more from the same article: "When the final story of the war is written English people will be given more credit than they have received so far, as compared with the credit given others. It was not uncommon to hear a Britisher with an empty sleeve or a leg gone relate how wonderfully the other nations fought. That spirit was found throughout all England."

And this same article, the name of which, by the way, is "Not a One-Man Affair," has something that gives us rather a new slant on what democracy means. Here it is: "But German's ruthlessness, her absolute disregard for international decency, forced President Wilson into a determination to fight." Now if some outstanding Britisher were to publish a statement to the effect that "Germany's ruthlessness forced King George into a determination to fight," the chances are that he'd have a heap of folks around the office door early next morning inquiring where the British Parliament came in.

Page three is headed, 'Mr. Ford's Own Page," and if the real, honest-to-goodnes Henry Ford is writing it he's doing well. He says something and says it so that readers can "get him." He wades right in over his boot tops dealing with the social and employment problems. Here are a few phrases chosen at random that show the drift of the thing:

"But our scheme of society is at fault too. We do many things badly. We permit too many practices that take advantage of the weak.... And one of our most glaring mistakes is to try to cover up the results of social faults by charity instead of striking at the causes which make charity seem necessary.....We say we are sorry for the unemployed? But how sorry are we? Are we sorry enough to shoulder the job of abolishing unemployment from the land by a new and daring system of industrial advance?.... We must go deeper if we are ever to accomplish anything worth while."

Of course there is nothing particularly profound in the above, but the fact that it is written under the name of a man who is an outstanding industrial success gives it a weight and prestige that it would not otherwise possess.

"The Curse of Secret Diplomacy" is opened with a rather lurid heading, showing two men pulling back the curtains in true movie style, exposing a meeting of plotters in session. National events are dealt with in a manner quite free from political bias. The editorial pages, of which there are two, are readable. They deal with 'What Shall We Do With The Kaiser?" and follow this up with the belief that eggs would soon scoot from the 90-cent per dozen shelf if people simply took the notion that hen fruit wasn't good to eat. Likewise the belief is expressed that butter would quit being 72 cents per pound if folks would simply frown it off the domestic score card. However it must be said that the Ford paper does swat the profiteers hip and thigh.

Other pages are taken up with assorted stories, bits of fiction, and a woman's department. The issue under review is of sixteen pages. It does not mention stocks, it has no sporting page, it leaves theatre and movie gossip alone. On the whole the Ford paper is apparently aimed to be a clean national weekly—or to use the phrase of the publishers, "an international weekly."

Got Into the Sanctum Early

On entering the sanctum of a weekly paper we are usually addressed by a man in his middle years and well advanced in newspaper lore; he it is who is manager, editor, and reporter very often, not to say anything about the days he takes off his coat in the "back office" and makes up the paper on press day. But among all his multifarious duties wisdom is a quality greatly in demand, and it is with age we associate wisdom as a rule. However there are always exceptions to the rule, and the young editor of one of the oldest and widely circulated weeklies in the Ottawa Valley, the Perth *Courier*, is one of these.

When he was getting an insight into the art of printing at the age of eighteen, John A. Blackburn was also reporting meetings and writing locals, as well as helping the merchant out with his ad. copy. Writing on any subject seems to be second nature to him and commonplace subjects take on a decidedly interesting light when described by his pen. Thus it was that at the age of twenty-two he undertook the editorship of the Perth *Courier*, and has occupied this position during the past five years with credit to himself and the paper. In addition to the editorial part he has given considerable time to the writing and soliciting of advertising, and the *Courier* amply attests to the results attained in this line. And when it comes to replying to a toast to the Press, the youthful editor may be always relied upon to give something well worth hearing.

A Cylinder Press Celebrates Its First Anniversary

The Challenge Machinery Company's "Lee Press," the simplified, moderate-priced, all-round two revolution, passed its first anniversary in December with a most successful year.

The many satisfied users of this remarkable little cylinder press all attest its merits, and the manufacturers state they have every reason to believe that 1919 will more than exhaust their output of this meritorious machine.

Specialization tends to perfection, and the "Lee Press," being made in the one size only, bed 26 x 38, from 22 x 35, sheet 24 x 36, means that standardization is carried out to a high point.

Now that the strenuous times due to war conditions are practically over, the printing and publishing business is sure to be prosperous, and there is a tendency to bring the mechanical equipment of all plants to the highest possible efficiency. The "Lee Press," being securely entrenched in popular favor, is already having a remarkable sale.

Full information will doubtless be furnished by the manufacturers, The Challenge Machinery Co., Grand Haven, Mich.

THE OTHER PUBLISHERS' BUSINESS

Special Advertising, Circulation and Editorial Plans

Brockville *Recorder* and *Times*:—A son of Henry Ford is drawing a salary of $150,000 a year, thus establishing a new precedent for salaries paid editors' sons.

The Niagara Falls *Review* recently used a prosperity page. The top was used in a short outline of the advantages of Niagara Falls and in regard to the outlook for the year. On the page are short ads from 39 stores and business houses.

The *Herald* of Cupar, Sask., which has had a rate of $1.50 per year for some time, gives notice that its rate is now $2 per annum. The old rate ran out on December 31. The *Herald* lays the blame on the price of newsprint, and says that as soon as there is sufficient reduction in this the price will revert again to $1.50 per year.

The Tottenham *Sentinel* gives notice that it is charging for all "coming events" notices appearing in its columns. The price is one cent per word. Obituary notices and poetry are charged for at 10 cents per line. The usual small ads are placed at a cent a word, with a minimum of fifty cents. All this class of advertising is placed on a cash basis.

The MacLean Publishing Co. are bringing out a new trade newspaper in March, called "*Canadian Motor, Tractor and Implement Trade Journal.*" It will cater to dealers and jobbers in general, selling these lines. This brings the list of MacLean papers up to fifteen. On the first of April *Power House* is being changed over from monthly to semi-monthly. This makes eight monthly publications, three semi-monthly and four weekly.

The Winnipeg *Telegram* used the occasion of the coming of a big bonspiel to get out an eight-page bonspiel section. The story part of the paper is made up of reports of what committees are doing in the way of entertainment; how shoppers will be in during the week and advising merchants to get ready for the business; rules for playing, etc. The advertising appeal was strong and included lines used curlers, boots, shoes, furs, brooms, etc.

Renfrew *Mercury*:—The Carleton Place *Canadian* has entered upon its 44th year, with brightest prospects for the future. These are times when a species of Canadian influenza is causing mortality among public prints, but no signs of the ailment are showing in the office of the Carleton Place *Canadian*. The introduction of a linotype in that office has been one factor contributing to much improvement there, affording outlet for the energy and newspaper comprehension at the back of the C.C.

The Halifax *Herald*, in its issue of February 8, contains a full page ad. from a live-awake insurance agent. The page is done in black and red, showing a man calling the department to the tune of red flames. A big question mark appears in the flames, and the heading "Insurance—The Burning Question," carries out the same idea. There is not much reading matter on the page, and the intention of the whole thing is to make readers stop and think. In this the ad. is successful to an unusual degree.

Winnipeg *Telegram*:—"The *Tribune* was sued in the provincial police court this morning by A. Braunstein, an advertising solicitor of the firm, for $35 wages in lieu of notice. Braunstein received judgment for the week's wages. The argument the *Tribune* put up was that any member of the staff that was off work sick or for any other reason would not receive pay. Braunstein was sick, and when he returned to work he was discharged, but had not received the pay for that week. The magistrate held that due notice must be given to the party to be discharged, and said this was not done in the Braunstein case."

The Toronto *Globe*, in preparing to recognize its 75th anniversary, is appealing for records of long subscriptions in one family. The *Globe* in part says: "The *Globe* would like to secure the names of families or individuals who may have been subscribers since the first issue in 1844. There are not a few instances where the *Globe* has been a regular visitor to a household from one generation to another since that time. The *Globe* began first as a weekly, and a few years later was changed to a daily. Letters setting forth claims to a long subscription of this kind will be welcomed. It is desirable that the response should be made without delay."

The Edmonton *Bulletin* has a plan that could be worked at New Year's, or in fact any other day in the year. The *Bulletin* makes a practice of donating a $5 bank account to the first child born on New Year's day in its city, and this year it was a closely contested affair. Several other dealers and merchants in the city came in on the proposition, and it is from them that the advertising is secured. The *Bulletin* plan takes in a dairy, furniture store, shoe store, candy store, photo studio, and a trust company, and the way the first baby of the year is treated, is told in the *Bulletin* announcement as follows:—"He's got a good name to begin with—a Mann as soon as he's a boy—and that is said to be better than riches. But, because he is the *Bulletin's* New Year baby, he had a savings account of $10 as soon as he was born, $5.00 given by the National Trust Company and $5.00 by the *Bulletin*, which the National Trust Company will hold until the little Mann is a full-grown man, 21 years of age, and will pay interest during those twenty-one years. Then, the Edmonton City Dairy will give 22 pints of its special babies' milk whenever his little lordship demands it. The Yale Shoe Store will give the little fellow his first pair of shoes, and when he is all fixed up "too sweet for anything," the McDermid Portrait Studio will take his photograph free so that his friends may admire his beauty. Lurie's Furniture Exchange donates a high chair, a throne for the new monarch, and by the time he is able to sit in it perhaps mother will let him have some of the box of candy the Bon Marche donated to test out his babyship's first sweet tooth."

Incorporation has been granted to R. Sykes Muller Co., Limited, advertising and merchandising service, to handle the appropriations of large Canadian and American firms which are well known in the advertising field. The new agency has established its main office in the Southam building, Bleury street, Montreal. Among the list of clients whose accounts this agency will place are the following: Canadian Consolidated Rubber Co., Limited; The Canadian Fairbanks-Morse Co., Limited; The Champion Spark Plug Co. of Canada, Limited; Dominion Cartridge Co., Limited; Canadian Explosives, Limited; Palmers Limited; Perrin Freres and Royal Guardians.

Brantford *Expositor*: The paper-makers have been subscribing liberally to the patriotic funds, then charging up their subscriptions to the cost of producing newsprint. Every conceivable device seems to have been adopted to make the cost of producing a ton of newsprint appear so high that the Government might be persuaded that the present price of the finished product to the publishers was justifiable.

Turning Back to Olden Times

Mr. Jas. Gale, editor Erin *Advocate*, writes: "Mr. R. White, of Milton *Reformer*, has completed his 34th year as editor and publisher. We can hardly realize that so many years have flown since the writer and he were "typographical evil spirits" together—"Dick" and "Jim"—in the old *Observer* office at the home town of Bowmanville. We wish him continued success and prosperity."

What a chain of memories this notice has revived. Few in Bowmanville possibly can recall the flourishing Bible Christian Publishing House of the 70's in what was then known as the Observer Block—second block east of Hotel Bowman. A mere mention of the office, editorial and working staff will convey some idea of the extensive business done. Rev. Cephas Barker was chief editor of the *Observer* and business manager; Mr. Paul C. Trebilcock was foreman and editor of the *Merchant*, the local paper; Rev. Paul Robins was book steward, a well-stocked book and stationery store being carried on; Mr. William Williams was business canvasser and collector; Mr. Harry J. Snelgrove, later Governor of the Counties' Gaol, was assistant foreman; then there were Messrs. Richard White, editor and publisher of the Milton *Reformer*; his brother John, James Gale, editor of the Erin *Advocate*, William T. Greenaway, now foreman of the Port Hope *Guide* office; Thomas Jeffery, foreman of the *Globe* composing room; John Curtis and John C. Stacey, this town. The female members of the office staff included Misses Eva Jackman, Annie Spear, Lizzie Sweetman, Selina Elson, Etta Coombe, Zabina Fraser and possibly some others that we cannot now recall. The *Observer* was the official organ of the Bible Christian Church in Canada and the United States. After Rev. C. Barker's death, Revs. John Kenner, London; H. J. Nott, and John Harris now of Port Perry, were editors. The *Merchant* was later absorbed by the *Statesman*.

Cutting Prices All To Pieces

In your last issue, you print a story re some chap who supplied 500 handbills at the ridiculously low rate of $1.50. We have a gent here who beats him all hollow.

"We used to get $8.00 for 2,000 3 x 6 milk tickets on 90 lb. stock, put up in books of 15, with backs and fronts. A certain canvasser, who farms out his work to any office that will take it (and most firms who do sooner or later quit business) actually took the order of 10,000 for $18.50. He thought by setting 10 up, which cost him $3.60, he could save. But he was baulked on that, as they had to be perforated down and crossways. Can you tell how much the man lost on the job, and if our price of $4 per 1,000 was not a fair one?

Surely it is time to cut out competition, and adopt the magic word of co-operation as the slogan in all business.

Winnipeg, Jan. 24. Pen-Dennis.

Recent Linotype Installations

The following is a list of recent linotype installations:—Kamsack *Times*, Kamsack, one model 1; *Times*, Alexandria, one model L; *Standard*, Cornwall, one model 8; *Star*, Sudbury, one model 8; *Herald*, Halifax, one model 9; *Le Droit*, Ottawa, one model 14; *Standard*, St. Catharines, one model 14; *Advocate*, Cayuga, one model L; *Globe*, Toronto, one model 14; *La Presse*, Montreal, one model 17 and one model 9; *Review*, Carp, one model 15; *Advocate*, Pictou, one model L; *La Patrie*, Montreal, one model 14; *Miner*, Cobalt, one model L; *Free Press*, Winnipeg, one model 9; *News*, St. John's, Nfld., one model 8; *Progress*, Tompkins, one model L; *Herald*, Grande Prairie, one model L; *La Defense*, Windsor, one model 8; *Advocate*, Drayton, one model L; *News*, Craik, one model 8; *Chronicle*, Chauvin, one model 8.

What does "P.P.W.W." stand for? An Old Country contributor has it affixed to some of his copy coming to one of the MacLean publications. Can anyone help us out? Our only guess is "Please Publish When Wanted."

Advertising Agency News

THE Montreal office of the J. J. Gibbons Agency are placing advertising in the dailies and special papers throughout Eastern Canada for the Royal Securities Co.

The advertising for S. C. Wells' famous Shiloh Cough Cure and Celery King Compound is being placed in daily and weekly papers throughout Canada by the J. J. Gibbons Agency.

The Norris-Patterson Agency, Toronto, is preparing strong and attractive copy for the Auto-Strop Safety Razor campaign in Canada.

The Turnbull Elevator Company are out strong after reconstruction business. Their advertising is being prepared and placed by the Norris-Patterson Agency.

Egyptian Liniment has proven its good qualities and is much in demand throughout Canada. It is made by Douglas Bros. of Napanee, Ont. The Norris-Patterson Agency are handling the account.

The striking and effective newspaper advertisements, window cards and posters we have all seen in connection with the Salvation Army Hut campaign were produced by the J. J. Gibbons Agency, who had charge of the publicity work of this great enterprise.

Gunns' fertilizer advertising is going out from the Toronto office of the J. J. Gibbons Agency. The campaign is limited to farm papers.

The Collins Manufacturing Co. are advertising their famous line of incubators in Ontario farm papers through the J. J. Gibbons Agency.

The Northern Electric Company are taking an optimistic view of the future for the sale of their motors, and are extending their campaign of advertising from coast to coast. Heretofore their field was limited to about six daily papers. The J. J. Gibbons Agency is handling this account.

The Toronto Iron Works are strong believers in advertising and are having the Norris-Patterson Agency give publicity to their products through the mediums best suited for the purpose.

Thermos Bottle Company publicity campaign in Canada is being handled by the Norris-Patterson Agency.

The Lake Superior Corporation, The Canadian Oil Campaigns, Canadian Symphonola Co., and the Ratcliff Paper Co., are included among the firms whose advertising accounts are now being handled by the Norris-Patterson Agency. There was a reason for this agency's recent move to bigger and better offices—growth!

Hardwood flooring is growing more popular in the homes of Canada every day. The Seamen-Kent Manufacturing Company are after the business. A daily paper and magazine advertising campaign is being prepared by the Baker Advertising Agency, Toronto, for these people.

Starting with the February issues a campaign of advertising will be conducted in the farm papers of Canada for Moline Tractors. The Baker Agency have this in hand.

A spring drive is being prepared for the Delco Light by the Baker Agency. Dominating space will be used in the farm papers throughout Canada.

The Repatriation Advertising, which has been running in the dailies, will be immediately extended to include the farm and religious publications of the Dominion. The Baker Advertising Agency is doing the placing.

New Sunday Paper in London

With the lifting of an embargo on new newspapers, a war-time measure, announcement is made of another Sunday paper for London, the *Sunday Express*, which is being produced by the publishers of the *Daily Express*. Lord Beaverbrook, who was until recently Minister of Information, is understood to be devoting his personal attention to the venture. The war produced four new publications, all Sunday papers, the *National News*, the *Evening Telegram*, and the *Sunday Pictorial* and the *Sunday Herald*. Two dailies disappeared, the *Standard* and the *Citizen*.

Calls Upon Publishers to Cut Down Paper

Four Pages Would Give the News of the Day

THE following letter, in the February issue of the *"University Magazine,"* is a straight talk to Canadian users of newsprint. It is from the pen of Archibald MacMechan Ph.D. He advocates that a four-page paper would be quite sufficient to meet the needs of the day. His views, not entirely possible of application, are as follows:

AN OPEN LETTER TO THE JOURNALISTS OF CANADA.

Gentlemen of the Fourth Estate:

For many years I have been an interested spectator of your Sisyphean labors. To a certain extent I have even shared them. Except the school-teachers, no class in the community toils harder than you do. Every day, or every night, the same inexorable task confronts you anew—namely, *x* number of columns to be filled with something, somehow, before a fixed, unyielding hour. No matter how you feel—sick or sound—your task is the same. Year in, year out, it never varies. There is no such thing as getting ahead of your work. It is always prodding you in the back with the bayonet of necessity. You work under constant high pressure. At best, it is exciting, but it is always detrimental to comfort and the nerves. If you are employed on a morning paper, you must lead the life of nocturnal animals, and turn night into day. According to my observation, the journals of Canada are undermanned and the staffs are under-paid. As a rule, one man does two men's work, but not for two men's pay.

The worst of the evil is because our journals are afflicted with the curious, childish, universal rage for bigness, for mere size—megalomania. The "management" brags of the number of columns, the number of pages its particular journal contains. It bids the intelligent public observe how much pork it gets for a shilling; in other words, how many square yards of printed matter it receives in exchange for two cents. The *reductio ad absurdum* is seen in the Sunday editions of the Gotham press with their various supplements. I have a vision of a New York club on a hot Sunday morning and men in arm-chairs buried under avalanches of paper, and the floor littered with "reading matter." It is the cap-sheaf of extravagant stupidity.

I may be wrong, but I seem to see a way of escape from the slavery you endure—a way to a saner, happier, more influential journalism. I offer it for what it is worth in all sincerity. Hear and perpend, ye over-worked Brothers of the Fourth Estate.

War is—well—what Sherman said it was. It has sent the cost of living sky-rocketing. Amongst other commodities, it has forced up the price of print-paper all over the continent, and consequently the cost of producing the journals. Newspapers complain of the paper-makers, and I think I saw that one of the latter with the suggestive name of Dodge had been prosecuted. Instead of injury, the higher price of paper may work a beneficent revolution in journalism. On this wise.

REDUCE THE SIZE OF THE PAPER

There is no reason why papers should be so big. There are many reasons why they should be small. They can be made smaller (and I think they *should* be made smaller) with immense advantage to the owners, the journalists, and the general public.

BEGIN WITH THE PADDING

Cut out the boiler-plate cartoons from the U.S.A. joke-factories. They simply make ugliness a cult, and so far from being printed, they should be burnt by the common hangman. It is not merely that they are vulgar; they are consumedly sad—even in the best of times, provocative of tears. In war-time, they are more depressing than an *Entente* defeat. The mere omission of this nauseous stuff would brighten any paper.

Cut out the "Beauty Hints." Canadians are beautiful enough as it is. Also "What the Scullery Maid Told Maud." It is probably scandalous. Cut out the "Health Hints." Once a school teacher who was giving her class some lessons in elementary hygiene received this note from an anxious mother: "Please don't tell Jane any more about her insides. It makes her proud."

The joke-column might well be jettisoned next. Canadians are not naturally witty, like the Irish. There is too much Scotch in them. They joke with difficulty. The alleged jokes are not only dull themselves, but the cause of the dullness that is in other men; for other men repeat them to unoffending citizens.

Cut out all the syndicated stuff—talks, travelogues, etc.—all the slush and gush imported from South of the Line, all the columns run by Aunties, Cousins This-and-That, and all the other old grannies. If we can't manufacture our own silliness within our own borders, let us do without, at least for the duration of the war.

Cut out the pictures of actresses, movie-stars, murderers, etc., especially the pictures of our Canadian athletes. Publishing their pictures only swells their conceit. It is an unpatriotic practice.

So much for the padding: it is not "news" at all. It should have no place in a newspaper. By cutting it all out, I estimate that the average journal might be reduced one-quarter.

Now for the legitimate news and comment part, the real essential journal.

A great saving could be made in head-lines. The Canadian reading-public is made up of sane—surprisingly sane grown-up men and women, not children, or mentally defectives, or lunatics. They do not need to be screamed at daily in huge "scare-heads," made more terrible by dripping red. Head-lines are necessary, but there is measure in all things. By retrenching head-lines, I estimate that one-eighth of the remaining space could be saved to the benefit of the reading-public's nerves and temper. The vice of head-lines is that they tell you everything. A busy man says, "I just glanced at the head-lines this morning." They told him everything. The solid matter underneath would often give him scarcely one new fact. Cut out the one or the other. Both are not necessary.

Cease to expand the cables and telegrams. During the war it was very amusing to read, for instance, the official *communique* from the front and then the reporter's version of it.

Cut out all the letters except those to which the writer will sign his own name. An unsigned letter in the press is usually the stab of a coward. Anything fit to be printed should be signed. All this nonsense from "Disgusted Liberal" in a Conservative paper, or from "Lifelong Conservative" in a Liberal paper should cease at once; also the paragraphs that thoughtful self-advertising persons send in about their own doings.

By these economies, the swollen Gargantuan newspaper might once more fulfil its original function. It might give the really interesting local and foreign news on one page, with the editorial comment in a couple of columns, at the outside, and devote the rest of its space to advertising, etc. No "display ads.," of course. A four-page sheet, well arranged, well edited, freshly written, honestly handled would be a boon to any community. We are always talking about how busy we are. This would be a busy man's newspaper.

My suggestions are not so very wild. In the history of Canadian journalism there are two conspicuous examples of small newspapers succeeding even in money-getting.

The first is the *Evening Telegram*. It began as a four-page paper. Every business man in Toronto read it, because it gave him all the news he wanted to read in brief, accessible shape. Ross Robertson re-wrote every news-item with his own hand, so that no reader of his paper could say, "I saw that in So-and-So." I cannot recall that it ever gave anyone a beauty hint. It was a business man's paper, and it was a gold mine for the owner.

The second instance is the *Acadian Recorder*, which has been running since 1813, more than a century. For a large part of that time, it has been under the management of one family. It has seen many ambitious papers rise and fall. It goes on its steady way, an old-fashioned, four-page, blanket sheet, coining money for the Blackadars, and read by everyone in the North End. Not a "feature" in it.

A little while ago, an ex-brother of the guild, Fred Hamilton, let the cat out of the bag. In an article in the *University Magazine* he communicated the discovery he had made, after leaving the profession—the discovery, namely, that the intelligent public has no respect for its journals. Even in the matter of reporting news, the journals of to-day have not the freshness and interest which Storrow Brown, the "rebel," showed in the *Vindicator*, and they simply cannot approach Joe Howe's news-items in the *Nova Scotian*.

The trouble is too much work, covering too much space, for too little pay. The remedy is, reduce the size of the paper, so checkmating the producers of pulp. Give the intelligent public of Canada a sane newspaper, without sensation, without "magazine features." This would mean that the news could be properly written up, properly arranged and edited (some of our newspapers are about as orderly as a rag-bag), and some leisure would be left the editor to study public questions, acquire some fresh ideas, and write his views in a convincing way.

Let us see which journal will have the originality to take a sail. A Greek proverb says that a big book is a big evil. A big newspaper is a big bore.

Gentlemen of the Fourth Estate, that you may have more pay and less work, through this measure of war-time economy, is the earnest desire of

Your sincere well-wisher,
Archibald MacMechan.

William Banks' Good Work in England

Among the best—in fact, there are no better—letters which have come from England during the past two months are those which have been written by Wm. Banks, Jr., to his paper, the Toronto *Globe*. He has been more successful in telling the masses of Canadians what interests them most than any of the correspondents we have over there.

Mr. Banks went over primarily early in November to cover the British elections for his paper. When that event had passed, he turned to sidelights on peace negotiations, reconstruction and other matters of special interest to Canadian readers, and has treated them in an entertaining and instructive manner. The fact that Mr. Banks was able to secure so much readable matter in the face of strong competition by other correspondents from Canada and the United States is evidence of his resourcefulness and news sense. These qualities, in fact, have been demonstrated by him for many years, in the various positions he has filled on the *Globe* staff. Joining that institution in 1898, after serving an apprenticeship on the *Mail and Empire*, he passed successively through the positions of reporter and city editor, to that of news editor, which position he still holds. As reporter he had extensive political experience, both in Queen's Park and Ottawa, and has always been noted for a clear-cut, honest report of a news event. As an executive, he has been no less successful, and his administration of the copious and complicated news services of the *Globe* during the war has done much to strengthen that paper's hold on the reading public.

Did You Ever Slip One Across?

Did you ever know any "fakers"—those chaps who invented news when the day's grist was dull? Can you recall any real good "fakes" slipped across the city ed's desk? This was a fine pastime in ye oldenne dayes, and in days not so very long ago, at that. If you have any stories of this nature, send them along to editor of PRINTER AND PUBLISHER.

Long and Honorable Service Recognized

At the Holiday Dinner of the Challenge Machinery Club of Grand Haven, Mich., a club composed of more than thirty-five heads of departments of that company, Henry Krantzmayr, who has been on the payroll for thirty-four years and who is head of a department, was presented with a beautiful chest of silver by the company. B. S. Hanson, assistant manager of the company, made the presentation address and paid a glowing tribute to the long and faithful service of Mr. Krantzmayr, outlining the many trying periods of Mr. Krantzmayr's employment, during which the company has passed through two fires and moved several times to larger quarters. While Mr. Krantzmayr is the oldest employee in point of service, we understand that many employees of the company have been with them from ten to twenty-nine years.

Whoops for the New Paper

There are rumors of a municipal paper at Port Arthur, and here's part of what the *Daily News Chronicle* of that city says of the project:— "* * * * * Whoops, my dear, can't you see the picture of the whole staff spreading themselves on leaders and news stories and paragraphs, every one of which is calculated to lift the reader into the seventh heaven of delight?

"Why there would be published every item that the boys wanted the public to hear about and nothing else. The municipal paper would get scoop after scoop on the horrid privately owned rag down the street, and send glad tidings to all the world of the wonderful things that they have done.

"Of course, as titular head of the municipality, the mayor for the time being would be editor in chief, and the chairman of the utilities commission for the time being would have the desk. The treasurer, by virtue of his office, would be financial reporter, and the chief of police would do the courts. The assessor would conduct a question and answer department, and the medical officer of health would have a department on "how to get sick—of the gang. The clerk would be the specialty man, and the sports section would be given over to the city engineer, while of course the gossip column would naturally fall to the lot of the manager of the telephone department. Transportation and switching would be looked after by the manager of the street railway.

"And, instead of having to have recourse to the clause in the Act which permits the granting of charity, the council could make the stipend to the mayor a sort of salary for acting as manager and editor in chief of the enterprise.

"On the whole the project has many attractions, but, instead of having competition, why do not the council make a dicker for this despicable rag and thus end all the trouble, and give everybody on earth a chance to do as they pleased and nothing said about it?"

Horace, How Could You Do It?

Interior News, Smithers, B. C.:—"A few days ago Horace Duhamel of Hazelton bought a beautiful silver-grey fox pelt, which he selected from the skins recently brought down by Angus Beaton. When asked by a friend how much he paid for it, he replied: "Never mind how much I paid; money cuts no figure in this transaction. When I get that skin properly tanned it is destined to encircle the neck of the best in the world." Horace is no "piker."

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.

Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

VOL. 28 PRINTED AT TORONTO, FEBRUARY, 1919 No. 2

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Printers' Estimating is a Real Business

IN another section of this issue is an article from Mr. Saults of Winnipeg dealing with the prices that are secured on voters' lists. This number also carries a letter from P. Geo. Pearce of Waterford, in which he points out the figures that have been turned in on a telephone directory in his district.

PRINTER AND PUBLISHER hopes that readers will keep on sending in this sort of material. It is the finest educational work that can be done. There is hardly any department where the average small office—and some of the larger ones too—are so deficient. Estimating is a real business. It is a long distance removed from the popular pastime of guessing or reckoning.

One of the best agencies for bringing about a certain amount of sanity in this class of work is through the medium of the country press association. In such a gathering there are publishers working in the same district. Wages are apt to be very much the same. The cost of getting in material is another matter that is almost standard. These men can go over the class of work that comes into their shops. There are scores of items on which a standard price can be named. This has been done in many cases, and those who have been interested in the work can testify to the benefits they have derived.

There are some city offices that seem to deliberately sin against all the laws of cost and estimating. It may be that they figure that they need a certain amount of work that they can use to fill in slack times. If they are prepared to sin against their cost system, against the certain knowledge they must have of estimates, they may as well do so all the time and go it blind. Cutting into prices simply in order to keep the shop going is miserable business, especially when work is drawn from its natural territory. It is simply cutting the ground from under the feet of the man to whom it would naturally go at a fair price, and at the same time it is doing nothing to put new ground under the feet of the man who takes the work at the lower price.

The day has past and gone when a man's estimating consists of standing in the front door and shouting across the street to Angus that he can get him out fifty quarter-sheets for $1.50, and have his boy put half of them in the store windows and the hotel offices. Estimating, as stated above, is a real business, and it must be treated in this light.

Papers to be Ashamed

PRINTER AND PUBLISHER has before it two or three weekly newspapers that came in during the week from Ontario centres. One of them is published in a place that the directory credits with having over a thousand population. Another is from a centre nearer the two thousand mark.

They are both specimens of the poorest press work that it would be possible to imagine. It looks as though the rollers were done for, or else the cylinder had the impression broken. It may have been a case of wet type. Whatever it was, no publisher who took any pride in his paper would ever think of letting such a paper leave his office even as an exchange or for the purpose of a deadhead.

It used to be common practice to send all the poor papers to the exchange list. The agencies used to fare better because they would be quick to check up anything in the way of poor prints and ask for a repeat order to make good the poor insertion.

Papers that were badly offset, papers that were mauled in the folder or torn, were put to one side until the section of the list was reached that called for the papers that were to go to the exchanges. And all these cripples were wrapped and duly sent to the publishers all over the country.

The writer can well remember how this poor practice was overcome in one office. The foreman was a good printer, and he was rather proud of the fact that he could turn out good work. Like many another printer he was always on the lookout for a position better than he had at the time. It did not take him long to see through the folly of allowing these poor papers to be sent to the exchange list. Other publishers would be seeing every week not a sample of his best work, but a sample of the worst work that was being turned out in his office. He immediately took steps to cut down to the vanishing point the number of poor papers that were allowed to get past.

The publisher himself ought to get the same point of view. He should see to it that every week that his paper goes out it is clean, readable and a product that he can be proud of.

It is very poor economy to use up rejects and spoiled papers to fill out the exchange list. It is, in fact, poor economy to ever allow them out under any consideration except as old papers sold in bulk as such.

The papers to which we refer as being poorly printed are a poor advertisement to send out out from any office. The publisher of the things ought to be ashamed to allow his name to go out as the guilty party. They do not deserve, on the showing they make, the support of any section of the community.

Fat and Bold Headed Men

The Toronto *Mail* and *Empire* has given notice that it will not accept advertising matter that claims to "make the fat thinner; restore hair to bald heads. . . ." etc.

Now there may be very good reasons why the *Mail* has shut the door on this form of quackery, but why should it also dampen the hopes of the man who has a figure like a balloon that he is trying to tame down to the type of an Adonis? Or why should this paper state its belief that because a head is bald it must continue to dwell on and on in the land of billiard balls and door knobs?

There's such a thing as putting the censorship so tight that it not only protects the paper, but steam-rollers the hopes, the vanities and the aspirations of its readers.

Local Subjects Make Good Editorial Matter

By FRANK CARREL, Prop. Quebec Telegraph

In answer to a request from PRINTER AND PUBLISHER *to the question "What Constitutes a Good Editorial," we are pleased to print the following reply.*—EDITOR.

Dear Sir:—

To fairly answer this question one has to consider the readers of a newspaper. If the large majority or three-quarters of the circulation are living within a city or locality, local subjects should certainly be given foremost consideration. To optimistic articles relative to the city, province or country, I give first place. Be sure of your judgment relative to future prospects of your district and then plug as hard as you like. Ninety-nine out of one hundred of your subscribers will read every word and every line and you will make them your friends forever. Of course, if you are not a good prophet, or lack judgment, in time you will lose prestige. Newspapers should not only lead off in editorials, but follow up with personal action. The success of the *Telegraph* in Quebec is due mainly to the many campaigns in favor of better civic administration, improved conditions for the masses and the big things necessary to make the town prosperous. To accomplish this, we have had to call public meetings, solicit the individual and collective interest of big men in our projects, and oftentimes combat unsavory obstacles, but invariably we have won out with success. During the fight, if it is a fair one, the editorials become a serial story. This brings the subject to another angle. To accomplish such things your editorials must, above all, be founded on principle, conscience and honest purpose. Again, it is not always the actual editorial writer who can obtain the facts or make a forecast for the upbuilding of his city, district, province or country. It is frequently the man behind the scenes, who, with a broad vision, experience and cool calculation directs or inspires the editor to write the atricles that set the pace of such propaganda.

Another complexion must be focused upon the political paper, and I do not think that what might constitute a good editorial in a non-political paper would apply to politics. If it is a rabid partisan paper, the best subjects for editorials would naturally be in upholding its party and attacking its opponents.

I am not particularly partial to a rabid partisan newspaper, as I do not think that they ever become standardized in the minds of the people as are the London *Telegraph*, the *Scotsman*, the Manchester *Guardian*, etc. A great many newspapers can win the full confidence of their readers, and particularly is this obtained through editorials, if they are independent, forceful and energetic in their policy of upholding what they honestly believe to be the right course in the betterment and welfare of the locality in which they are published. To a paper with a wide range of circulation their editorial matter must be of corresponding expansion. There is a difference to be considered in the circulation of a newspaper, but in the main, I think optimism and a strong condemnation of dishonesty, whether in politics or commerce, will constitute the greatest assets of confidence, respect and support from the largest number of readers in any community and among any class.

* * *

HERE'S the opinion of A. R. Fawcett, editor of the Burks Falls *Arrow*:—

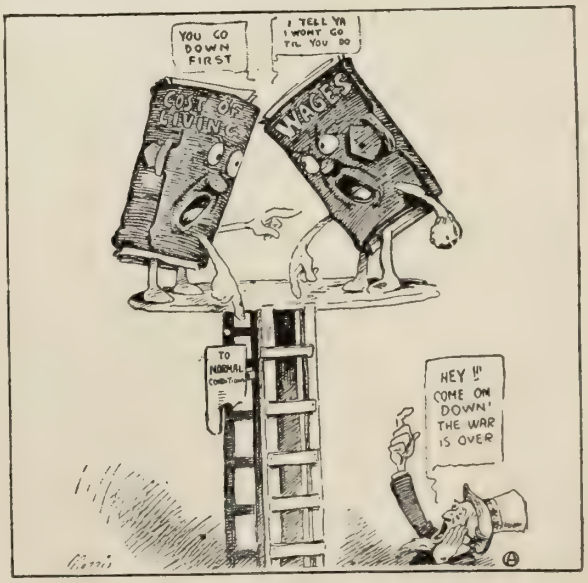
"You ask, 'What Constitutes a Good Editorial?' A good editorial should convey its meaning clearly to the reader without the aid of an interpreter. It need not have the literary polish of a Lytton or a Goldwin Smith, but it should be fair, truthful, and with as little of the element of personal prejudice in its composition as possible. From the standpoint of a country weekly, good editorials should be based almost wholly on matters of special or general interest to the constituency covered by each, with an occasional summing up of great questions of national as well as individual interest. A good editorial should have 'ginger' and purpose in it, and with a strong impress of the writer's own individuality upon it. A newspaper without editorials—good, bad or indifferent—is like a boiler without an engine; there's mighty little go in it."

Press Conference Postponed

The proposal to hold a conference of the Empire Press Union in Canada, during the course of this year, was discussed recently by Sir Harry Brittain, M.P., and Percy Hurd, M.P., members of the council in England, with Sir Robert Borden and J. W. Dafoe, correspondent of the Canadian Press, who is looking after the Peace Conference. It appears from advices received from England that there is some hesitancy on the part of leading men in the newspaper world to leave the country in the present unsettled state of things, and the feeling is that the conference should be postponed to next year.

The ninth annual report of the Council of the Empire Press Union, which has been issued recently, tells of the progress that has been made in continuing the work initiated by the first Imperial Press Conference in 1909. The chairman of the Council, Mr. Robert Donald, editor of the *Daily Chronicle*, speaks of the achievements of the Empire Press Union in the way of increase of cable and other facilities desired by overseas correspondents. "Thanks to the persuasiveness of our president, Lord Burnham," he says, "we have broken down the exclusiveness of the Colonial Office. That most conservative of all the ministries has at last been convinced that newspaper correspondents from the overseas Dominions exist, and it has been persuaded to recognize their existence by receiving them and giving such information as it possesses, or such information as it would like them to have."

The report shows a greatly increased membership, especially in the Canadian branch.



Now Getting the Bureau on Business Basis

What is Being Advised at Ottawa

By T. M. Fraser, Ottawa Representative MacLean Papers.

Ottawa, Feb. 12.—In the report of the Joint Committee of both Houses on the printing of Parliament, which was presented in September, 1917, the suggestion was made that an Editorial Board, composed of three members of the Civil Service thoroughly conversant with public affairs and with a knowledge of departmental workings, should be appointed to consider the suggestions of the Joint Committee on printing, and take such action as would lead to the better co-ordination in the preparation, printing, and distribution of public documents, including the recommending of what should and should not be printed. This committee was composed as follows: Fred Cook, Assistant King's Printer; F. C. T. O'Hara, Deputy Minister of Trade and Commerce; and F. C. C. Lynch, of the Department of the Interior. The work of this committee has been very valuable, and has been the means of effecting a great saving to the country.

The annual report of this committee, which will be presented to Parliament at the coming session, will, it is expected, show that economies have been effected in Government printing during the past fifteen months of over half a million dollars. One of the reforms of the committee, which has created a great deal of satisfaction in Government circles, has been the substitution of newsprint for what is designated as "double royal printing," the paper on which ordinary departmental reports are issued.

The change applies to publications of an ephemeral character such as the Canadian Official Record, which is published by the Public Information Branch; certain bulletins of the Department of Agriculture and of the Canada Food Board, reports of analyses of foods, and of the Department of Trade and Commerce. So keenly interested are the members of Parliament in the printing reforms that the mapority of the members of the joint committee of both Houses on the printing of Parliament have consented to the substitution of newsprint for the unrevised edition of the official debates, minutes of the Senate, votes and proceedings of the Commons, and orders of the day.

Over five thousand copies of Hansard are issued daily; so that this change means the saving of several thousands of dollars every session. The revised edition of the official debates of both Houses, and permanent records such as the jouranls, will be printed on book paper.

Although not especially charged with supervision in matters of stationery and departmental supplies, the committee, with the approval of the Cabinet, has gradually extended its work in those directions for several weeks in conjunction with some of the chief stationery clerks of the public departments; and the Editorial Committee has been considering a series of suggestions looking towards economy in the use of stationery as well as the preparation of copy for the printer. These suggestions are now before the council:

Ottawa, December, 1918.

To the Employees of the

Public Service of Canada:

Although peace is in sight, and the enormous expenditure of Canada consequent upon the war will, it is hoped, be materially reduced, the necessity for the most rigid economy in every branch of the Public Service will still exist. Executive departments, and all officials, clerks, and employees at Ottawa and outside points, are therefore requested to exercise the greatest possible economy in printed matter and the use of stationery. It is estimated that every pound of paper saved means anywhere from one to five pounds of coal conserved; at the same time it implies the saving of some four to ten pounds of transportation.

With the object of securing economy certain regulations drawn up by the Editorial Committee, approved by order-in-council, have been promulgated from time to time. It has now been deemed advisable to codify and amplify these regulations for the guidance of all employees. Deputy Ministers and heads of branches are requested to give effect to them immediately.

1. *Blank-Book Work*: Bindery ruling and faint lining will be allowed. The King's Printer will determine the quality of the paper and binding. Expensive binding is forbidden.

2. *Carbon Copies of Department Files*: The King's Printer will cause this matter to be investigated in conference with the stationery clerks of the public departments, and a standard paper decided upon for general departmental use. The paper should be comparatively cheap and yet should be sufficiently strong so as not to tear off files easily, or disintegrate with age.

3. *Carbon Papers*: Only British-made typewriting and carbon papers will be permitted.

4. *Canvassers for Office Supplies*: Canvassing in the public departments by travellers and agents of stationery and other firms is strictly forbidden. This order will not apply to individuals bearing written credentials from the Superintendent of Stationery.

5. *Circulars, Pamphlets, Reports*: (a) "Copy" for reports should be carefully prepared and edited, so that corrections on proofs may be reduced to a minimum. Editing on proofs is a costly procedure; so-called authors' corrections in the past have cost the country thousands of dollars annually. Printing means money; every item in connection therewith, including the time occupied in making corrections, is chargeable to the Department sending in the manuscript. There are certain rules which should be followed and these should be ascertained before the preparation of "copy" is begun. Carelessness in spelling and punctuation, and the two frequent use of capitals, should be avoided. In preparing "copy" do not put in periods at the ends of lines in cover pages, title pages, running heads, headings, sub-headings, box headings, in legends under plates, or in name directories. In "copy" for forms, letterheads, envelopes, etc., periods are not required at the ends of display lines. The rule is to use periods only where necessary to make the meaning clear. Use manilla writing paper (similar to telegraph blanks) in preparing "copy" for pamphlets and reports.

(b) For printed circulars and pamphlets of an ephemeral nature, not containing half-tones, good quality newsprint, known as "No. 1," will hereafter be used. For matter sufficiently worthy of preservation, not containing half-tones, "machine finish book" paper; for matter containing half-tones, "supercalendered," and known generally as "Northern Mills." In very exceptional cases, where the nature of the half-tones demands it, "coated book." Circulars and pamphlets of a few pages only will be printed without covers. Expensive cover stocks are not allowed except for occasional pretentious publications.

(c) Illustrations must be sparingly inserted and then only when they have a direct bearing upon the text.

(d) The manuscript of all reports and pamphlets, together with intended illustrations, are first submitted to the Editorial Committee, who will promptly offer suggestions for changes, if such be necessary. In the event of disagreement the points in dispute will be adjudicated upon by the Advisory Committee of the Privy Council.

(e) No edition or part of an edition should be ordered bound in full cloth, half leather, or full leather without valid reason. The cost of binding material such as cloth, leather, etc., has increased enormously.

6. *Envelopes*: (a) Use No. 11 manilla, size 4 x 9, for general purposes. Make as much use as possible of the

No. 8½ envelope, size 3¾ x 6¾, for enclosing 8 x 10 sheets, or smaller.

(b) Use a 7½ x 10½ manilla for enclosing a number of sheets together and which are too bulky to be enclosed in a No. 11 envelope. Sheets, size 8 x 13, folded once in the centre, fit nicely into this envelope. For a larger number of sheets together, too bulky to fit a 7½ x 10½ envelope, use a Kraft envelope, size 9½ x 15.

(c) The four sizes mentioned in paragraphs 18 and 19 are considered all that are necessary for the general run of enclosures.

(d) For special purposes—and these purposes should be mentioned in requisitions—No. 12 envelopes, size 4½ x 10⅜, and No. 14, size 5 x 11½, will be supplied.

(e) No special-size envelopes will be allowed unless approved by the Editorial Committee. The reason for requesting them must appear upon the requisition. Requisitions for clothlined envelopes, except in special and stated cases, will not be honored by the King's Printer.

(f) The 9½ x 15 envelopes are not to be printed. Each branch is to provide itself with a gummed label giving at the top the name of the branch and having a place below for the address. When matter has been enclosed seal down the flap by means of the addressed label. The recipient cuts through the label, preserves the envelope, and uses it again by sealing the flap with his own label. In this way an envelope can be used several times before it has to be destroyed.

(g) The large envelopes, size 9½ x 15, will be delivered wrapped in parcels of 250, not boxed. This will effect a considerable saving and moreover experience has proven that containers for envelopes of this size go to pieces easily, causing loss by spoilage, and making for inconvenience in handling.

(h) The use of envelopes in mailing small bulletins, etc., should be eliminated wherever possible, substituting in lieu thereof franked wrapper or franks imprinted on the bulletin.

7. *Forms*: (a) "Copy" of forms should be carefully prepared so that corrections on the proofs may be kept to a minimum.

(b) All forms should be confined to sizes, 8 x 13, 8 x 10, 8 x 6½, except the few which cannot be confined to particular limits.

(c) Questions of ruling and faint lining, whether by machine or from type forms, will be determined by the King's Printer.

(d) Paper stock for forms will be of No. 3 Bond, except in special cases.

8. *Letterheads and Memo. Blanks*: (a) Letterheads are to be made in three sizes; full size, 8 x 13; intermediate size, 8 x 10; smallest size, 8 x 6½.

(b) Use No. 16 substance weight (17 x 22—16 lbs. to 500 sheets) as the maximum weight for all correspondence. At the Government Stationery Office No. 2 Ledger is stocked in bulk in the 20-lb. weight for folio and 24-lb. for double cap. Folio should be carried in the 16-lb. weight and double cap. in the 20-lb., when the present stock is exhausted.

(c) Except for headings for Ministers and Deputy Ministers the paper stock for letterheads is to be No. 2 Ledger, white.

(d) Die-stamped crested paper, with matching envelopes, is allowed only to Ministers and Deputy Ministers. All other letterheads are to be printed letter-press from type.

(e) Paper of note-size will not be issued to any official below the rank of Deputy Minister.

9. *Loose-Leaf Supplies:* Bindery ruling and faint lining. Care should be taken that "copy" furnished plainly shows the ruling desired. The paper is generally ruled first before proofs of the type are sent out, and once done cannot be altered.

10. *Mail Lists*: Where mail lists are in use they should be revised at least every six months to take care of changes and cancellations. It is suggested that a circular or return notification card be used and that in the event of a reply not being received the name be struck off the list.

11. *Press Copying*: Public departments are urged to discontinue as soon as possible the system of "press copying," and substitute a second carbon copy, which may be typed on colored stock. The proper clerk can place one carbon copy on file, while the second carbon copy, which can be specially punched for the purpose, may be placed in a filing case for binding into one volume when 1,000 copies have accumulated. These second carbon copies should be handed over to the person assigned the duty of numbering them each day with a consecutive numbering stamp. This system gives the equivalent of a "press copy" without loss of any time otherwise necessary in copying communications, and with the additional advantage of absolute clearness.

12. *Quantities*: When storage facilities permit, order one year's supply of all standard forms, blank books, loose-leaf outfits, letterheads, envelopes, etc. The unit cost is less for, say, one lot of 100,000 forms than for four, three, or two lots aggregating 100,000.

13. *Scratch Pads*: All obsolete forms should be returned to the Printing Bureau to be made into pads.

14. *Typewriting*: (a) In the upper left-hand corner of the sheet upon which the communication is to be written, or below the space where the official signature will appear, the name of the writer should be typed, together with his official designation. The recipient will then be absolutely certain as to the signature.

(b) Use manilla writing paper (similar to telegraph blanks) for ordinary interdepartmental communications memos, etc.

(c) Single space all typewritten letters (except brief communications) with double space between paragraphs.

(d) Number consecutively all paragraphs in business correspondence. This will secure a very material reduction in the number of lines required when the writer has occasion to refer to previous communications. Typists must judge from the length of the dictation the size of the sheet upon which a letter or communication is to be written. Spoiled sheets should not be destroyed, but, when possible, used for communications between officers of the same department.

Developments at the Coast

The Columbia Printing Ink and Roller Co., Vancouver, B.C., have been compelled to move into larger premises to 1063 Hamilton Street. In their new building, they have much larger space and more natural light, which is very necessary in the manufacture of inks. In the new factory the ink and roller industries are separated, and are run as different departments.

They have an up-to-date plant for turning out rollers, and on account of their location are called upon to make rollers for different climates. They manufacture them for the C.P.R. boats, on which it is necessary for them to stand the varied climates between British Columbia and China. Then again they supply the trade as far east as Calgary; thus they also have to take into account the lower temperatures on the prairies.

The same care has to be exercised in the manufacture of ink, as ink manufactured especially for British Columbia would soon dry up on the prairies.

In their new plant they are manufacturing besides rollers, show card inks, artists' colors, both oil and water, flexible glues, pastes, and liquid glues.

J. G. Whiteacre, one of the members of the firm, has been connected with the printing business for the last fifteen years. The other member of the firm is G. H. Winn, who has been with some of the largest ink manufacturers in California. Thus they are both practical men.

Telling the Story in the Newspaper Heading

There's Not Much Time to Think Every Time

By GEORGE O. WHEELER, News Editor, Nelson, B.C., Daily News

IF THERE is anything in the old saw about the man and the clothes he wears, it applies to the newspaper and its headings. Like the well-dressed man, the well-dressed front page commands respect. The paper may be the product of a million dollar plant, and it may carry in its columns the most reliable and choicest of news embodying principles of the best, but the front page heading will be the spokesman of these qualities to the readers, who will determine by them whether he will read the stories underneath or not.

A principle which at one time met with considerable approval by publishers was that the heading should induce the reading of the story. But nowadays the tendency seems to be to tell the story and nothing more. This, however, does not take away the interest in writing a head, for plenty of scope is still left in telling the story in the most attractive way.

A few headwriters, who have the faculty of doing nearly everything right the first time, have written articles criticizing the work of leading daily paper editors; but the majority of editors will admit that they could go over their work each day and do a whole lot of improving. Deskmen getting piece by piece of news, ignorant of how each story is going to finally end up, and feeding it to the composing room as fast as they can handle it, know what it means to have to break up a pet make-up at the last moment and how easy it is for the critic to sit back in his easy chair and pick out a synonym which would fit better, or possibly write an entirely different heading, which would convey a better impression of what is contained in the news.

It is always a good policy to get action in the heading. The label head was made for the printed ones the druggist puts on turpentine and for Sunday supplements. The news head should be a bulletin of the story written in the present tense except when the story refers to something that happened long ago or about which something has already been said. In this regard many newspapers a few months ago ran headlines stating "Britain Sells Plans to Huns" when the real fact of the case was that British secret service agents had sold plans of works not in existence to the Germans during the early part of the war and it had nothing to do with the present as was implied in the heading, despite the fact that it was not known to the newspaper reader for many months.

Probably the most noticeable error to the public is that of abbreviations. It is something that everyone sees and many pass comment on it, not knowing that if the word had been spelled out it would have run into the next column. Only the few generally accepted abbreviations should be used. It is not likely that there is any paper that would ban the abbreviation of railway company names. Shortening of the word "government" does not seem to meet with much approval. It has, however, appeared in many of the best papers in Canada. Perhaps the use of the name of the capital city will be accepted as better than "gov't." In the 12-to-14-letterhead

REGINA TO TAX
CERTAIN MINES

it is obvious that the city is not meant and if it was made to read

SASKATCHEWAN
TO TAX MINES

the head would not tell the story. But this would not always work out, for had it been papers which were to be taxed there would be the suggestion that only Regina city papers were included, and in the second instance it would imply that all Saskatchewan papers were to be taxed, while perhaps the assessment referred only to city papers. Then it would be better to leave the province out of it entirely and just say

DECIDE TO TAX
CERTAIN PAPERS

In any case one-word lines in the key seldom line up well and short words are best when they can be used. Although there are times when the use of the word "may" seems to be warranted most critics agree that it is not a good word and should be avoided. Such abbreviations as "can't" and "shouldn't" ought to be evaded. Articles are bad and between "A" and "The" perhaps the first is the worst. In any case neither should be used as the first word in the first line of the key and only on special occasions as the first word in the second or third line. They are bad enough hid as much as they can be and a model head would not have one of them in it.

Taking it for granted that the story is properly written it is generally best to write the head from the lead. It gives strength to the story from the reader's viewpoint. There are exceptions in this as in most newspaper rules. There may be some point in a story that is unimportant to the story itself but is important in a certain locality. For instance, John Jones of Pikesville was robbed in Jameston of $10,000. The world reads the story of a man robbed of $10,000, but Pikesville dwells on the fact that it was John Jones, the well-known citizen.

A great deal has been said about how many words should be in a good head, but the answer varies from one extreme to the other. One of America's best papers uses not more than 15 words in its largest headings. Many papers run as many as six separate decks. There is a lot of good sense in making the heading short, for as someone once said, it is the cuttlefish that hides itself in its own ink. Two lines in the key and ten or eleven words in the deck will tell almost any story and is easily read. If any more space is used it can be used to best advantage by the addition of another line in the key; the three-line key is undoubtedly the best for the proper telling of a story.

Freak heads are losing favor. Despite the tendency to keep strictly to facts an "Oh! Oh!" or "Listen!" or something else that is snappy is read by the public with interest, and one of them on a page is like chocolate on cake to those who like the chocolate. A freak head brightens up a paper but too many of them give a touch of comic-section color which is dangerous. The treatment of freak stories should be very much in following with the way the wise man treats a joke. For an editor to be entirely void of the sense of humor is liable to invoke for the paper the opinion of the readers that the paper is dull. If the reader sees something in the news that the headwriter didn't point out, it either means that somebody was either covering up something or didn't see the point. From a news point of view either is bad and there can be no good reason why a laughable story should be a privilege in the goods itself but not in the advertising of it.

A point that has been the cause of more than one delay and inconvenience to all concerned is that of writing a head line too long to go in the space given for it. In this connection guessing is bad, but there are times every day when it is a question of hair's-breadth as to whether a line will go. A good way to get around it is to make a second choice word and ring it. If the composing room is instructed on this practice, any confusion resulting from a long-line can be evaded and the editor is given the opportunity of getting in the right word whenever possible. This is a resort which need not be overdone, but is, nevertheless, handy at times.

Taken all in all headwriting is one of the most important branches of editorial work and undoubtedly the most conspicuous to the reader. It is a study all by itself and the best school seems to be the desk and the best teacher seems to be comparison of our other papers' ways of treating the same story.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers

By H. A. Nicholson, Manager Printer and Publisher

"THERE'S very little interesting news in to-day's paper. The ads are not even attractive." These words were uttered by one of gentler sex recently within the hearing of the writer and they gave food for thought. One wondered if the remarks were directed at the appearance of the advertisements, or at what the advertisements contained. An enquiry brought out the fact that reference was made to both appearance and contents. We scanned the paper on our own account. The advertisements in general noticeably lacked life.

However, the contents were apparently up to the mark. It was in typographical display where the advertisements fell down. We account for this by the fact of the paper being a Monday edition, and Monday is often a slack day in the advertising field. Nearly all the advertisements in the paper referred to bear the ear-marks of being written by professional hands, and because the ads were for the Monday issue the ad writers apparently failed to enthuse over their work or did not feel obliged to draft layouts offering opportunities to the compositors to put punch into their work.

Now let us get to the point. The reading matter in these advertisements was up to the mark. The typographical effects were not. Thus it is fully apparent that the advertisement failed to attract attention simply through lack of attractiveness in typographical display. Had the display been interesting undoubtedly the reader would have found the subject matter interesting, too.

Thus the importance of good display is shown. If advertisements are to be made effective, strict attention must be given to this vital feature. Too many publishers pay too little attention to the appearance of the advertisements of their papers. They should realize that good typographical display attracts readers and makes the advertisements productive of results. This inclines the merchant to take dominating space and take it often.

It is with the idea of helping toward the production of more attractive advertisements that this department has been created.

Reset Advertisement No. 1.—In setting this advertisement the compositor followed the line of least resistance. He was not inclined to use his head to any extent. Yet there is enough skill shown in the set-up to convince us that the compositor responsible is capable of better efforts. The straight setting indulged in is too monotonous and the headings are displayed in a fashion all out of harmony with the rest of the advertisement. There is a preponderance of white space between the head-lines, which might have been used to better advantage if distributed, partly, among the items below. The eye is inclined to glance at the line "Great Stock-Taking Sale" rather than at the top line, which is the most important of the two in our opinion.

Why is the top line the most important? We reason it out this way: It is evident that this store had exploited their stock-taking sale in previous issues of the paper and the readers were quite familiar with the event. They were not as familiar with the fact that "To-morrow" was the last day of the sale, however. "To-morrow" is all important. It means quick action is necessary on the part of the purchasers. If they fail to buy "To-morrow" the opportunity to buy at bargain prices is lost. So for this particular announcement, we contend that the first line is of first importance.

In our reset advertisement we have taken some liberties, liberties that a compositor would hardly take unless he thoroughly understood the advertiser. We refer to heading introduced over each group of items. These headings make the advertisement more attractive and act as guide-posts to the reader's eye. They have been included with a view to showing where the copy writer was lax in his efforts, even as the compositor was lax in making the best of indifferent material.

Reset Advertisement No. 2.—There are plenty of set-ups "getting by" more open to criticism, but if the compositor who slapped up this "masterpiece" ever becomes immortally famous it is a safe wager that this piece of work will not serve as an imperishable monument of his genius. The head-lines are poorly displayed. The words are scattered and jumbled and the meaning somewhat obscured. The writer of the ad, no doubt, meant to convey the fact that Ed. C. Armstrong sells suits, overcoats, hats, etc., for men, for young men, for boys; but the heading as it is arranged fails to make the connection. Lively and timely head-lines talk is highly commendable in men's wear store advertisements. This ad is good in this respect, but the compositor did not succeed in making the message clear. Clarity of expression lends punch and leaves a lasting impression, a point worth remembering in setting advertisements.

This set-up is not tastily arranged in any respect. Our reset advertisement, we believe, shows some improvement.

Reset Advertisement No. 3.—This is a well-written advertisement. It contains several good selling points. But it is a failure typographically. The store name dominates the set-up to the detriment of what the store has for sale. If the advertiser is anxious to have his name displayed, why was it not played up in the feature, "Kennedy's Cod Liver Oil Compound?" It is a good point to display the price, but not out of proportion to the display given to the name of the article as in this case. In our reset we have endeavored to rectify the faults referred to.

Reset Advertisement No. 4.—Here is an advertisement that is easily read. For this feature the compositor deserves a pat on the back. It is not a bad composition of typography in other respects, either. Conceding so much, one may naturally ask, "why select it, for criticism?" In reply we would say that this ad, like so many others, could have been greatly improved without extra trouble. It could have been even more attractive and even more easy to read than it is at present.

More white space should have been used in side margins between the type and border. With the heading and the firm name in the same family of type a more harmonious effect would have been produced, too. The word "your" might have been omitted from the heading to good advantage and thus permitted the word "Thermometers" to be centred. The firm name is too large and the phone numbers take up too much space. See reset advertisement for our idea of a better display.

Tomorrow the Last Day

OF OUR

Great Stock-Taking Sale !

To make this the banner day of our stocktaking sale and to clear all remaining lines of sale goods we are making still furt her reductions for tomorrow's selling.

Men's $16.50 Suits and Overcoats for **$11.50**
Men's $20.00 Suits and Overcoats for **$15.50**
Men's $20.00 Suits and Overcoats for **$19.75**

Boys' $7.50 Suits for **$6.25**
Boys' $8.50 Suits for **$7.25**
Boys' $9.50 and $10 Suits for **$8.00**

Men's $1.50 Heavy Ribbed Underwear **$1.15**
Men's $1.50 Scotch Knit Underwear ..**95c**
Men's $2.00 Grey Wool Underwear ..**$1.60**
Men's $1.25 Fleece Lined Underwear ..**95c**

Men's $8.50 Wool Sweater Coats for ..**$6.95**
Men's $6 & $6.50 Wool Sweater Coats, **$4.50**
Men's $4.50 Cardigan Jackets for **$3.25**
Men's $1.50 Grey Cot. Sweater Coats **$1.15**

Men's $2.00 Buckskin Mitts for **$1.60**
Men's $1.50 Horsehide Mitts for **$1.29**
Men's $1.25 Horsehide Mitts for **$1.00**
Men's 75c Woolen Mitts for **50c**
Men's $1.00 Pull-over Mitts for . **85c**

Men's $2.75 Work Pants for ..**$1.95**

Men's 50c Grey Wool Sox. 39c

Men's $2 Tweed Work Shirts for **$1.60**
Men's $1.50 and $1.75 Dress Shirts... ..... **$1.29**

A few pairs left of those White Flannelette Blankets, 12-4 size. Reg. $4.50, for **$3.65**

WM. NICKELL & SON

Imperial Building. Opposite the Market.

No. 1—Taken from the Sarnia *Canadian Observer.*

For Men, For Young Men, For Boys.
Oh Boy ! Oh Joy !
Dress Up ! The Boys are Coming Home.

From Soldier to Civilian.
The rapid fire change from soldier to civilian finds us amply prepared

Meet them with a smile, the old Suit or Overcoat is no longer a badge of patriotism Get Yours! Dress Up!

Suits, Overcoats, Hats, Caps,
Underwear, Hosiery, Gloves, Shirts.
A full measure of service to each customer.

ED. C. ARMSTRONG

The Men's Wear Store. **Kent street, Lindsay.**

No. 2 Taken from the *Daily Warder*, Lindsay, Ont.

Feeling Tired

Loss of appetite, and generall run down.
Is this the way you feel?

KENNEDY'S
COD LIVER OLD CMPD.
With Hypophosphites
—is the best remedy you can take. No greasy taste. Does not disturb digestion. Price—

$1.00

KENNEDY'S Drug Store

THE HOUSE OF QUALITY
Phone 2880. Opp Woolworth's

No. 3

TOMORROW THE LAST DAY

of our great

Stock-taking Sale!

To make this the banner day of our stocktaking sale and to clear all remaining lines of sale goods we are making still further reductions for to-morrow's selling.

Men's Suits and Overcoats

Men's $16.50 Suits and Overcoats for $11.50
Men's $20.00 Suits and Overcoats for $15.50
Men's $20.00 Suits and Overcoats for $19.75

Boy's Suits Reduced

Boys' $7.50 Suits for $6.25
Boys' $8.50 Suits for $7.25
Boys' $9.50 and $10.00 Suits for $8.00

Men's Underwear

Men's $1.50 Heavy Ribbed Underwear $1.15
Men's $1.50 Scotch Knit Underwear ..... .95
Men's $2.00 Grey Wool Underwear $1.60
Men's $1.25 Fleece Lined Underwear ..... .95

Bargains in Men's Mitts

Men's $2.00 Buckskin Mitts for ... $1.60
Men's $1.50 Horsehide Mitts for .. $1.29
Men's $1.25 Horsehide Mitts for .. $1.00
Men's 75c Woolen Mitts for ..... .50
Men's $1.00 Pull-over Mitts for .. .85

Men's Sweaters

Men's $8.50 Wool Sweater Coats for $6.95
Men's $6 and $6.50 Wool Sweater Coats .. $4.50
Men's $4.50 Cardigan Jackets for $3.25
Men's $1.50 Grey Cot. Sweater Coats .. $1.15

Men's Shirts

Men's $2.00 Tweed Work Shirts for $1.60
Men's $1.50 and $1.75 Dress Shirts $1.29

Men's Grey Wool Socks

Regular Price 50c.
TOMORROW 39c.

Flannelette Blankets

A few pairs left of those White Flannelette Blankets, 12-4 size. Reg. $4.50, for $3.65

Men's $2.75 Work Pants for $1.95

WM. NICKELL & SON

Imperial Building **Opposite the Market**

Reset Advertisement No. 1 (reduced). Original appeared 4 col. by 10".

For Men—
For Young Men—
For Boys—

Oh Boy! Oh Joy!

Dress Up--the Boys
Are Coming Home.

From Soldier to Civilian.

The rapid fire change from soldier to civilian finds us amply prepared.

Meet them with a smile, the old Suit or Overcoat is no longer a badge of patriotism. Get Yours! Dress Up!

Suits, Overcoats, Hats, Caps, Underwear, Hosiery, Gloves, Shirts.

A full measure of service to each customer.

The Men's Wear Store

ED. C. ARMSTRONG
Kent Street - - Lindsay

Reset Advertisement No. 2. Original appeared about same size.

Reset Advertisement No. 3. Original appeared about same saze.

Feeling Tired?

Loss of appetite, and general run down. Is this the way you feel?

Kennedy's Cod Liver Oil Compound
(With Hypophosphites)

—is the best remedy you can take. No greasy taste. Does not disturb digestion.

Price $1.00

Kennedy's Drug Store
The House of Quality
Phone 2880. Opp. Woolworth's

Buy Your THERMOMETERS Now---

Indications are that they will be much higher this summer.

Household, Candy-Makers, Bake Oven, Dry Kiln, Dairy, Incubator and Brooder—in fact the finest assortment of Thermometers in the city.

T. J. Trapp & Co., Ltd.

Phones:

Store 59 **Office 196** **Farm Implements 789**
Auto Dept. 691

No. 4—Taken from the B.C. *Columbian*, New Westminster, B.C.

Reset Advertisement No. 4. Actual size of original.

BUY YOUR
THERMOMETERS
NOW

Indications are that they will be much higher this summer

Household, Candy-Makers, Bake Oven, Dry Kiln, Dairy, Incubator and Brooder—in fact, the finest assortment of Thermometers in city.

T. J. TRAPP & CO. LTD.

PHONES: Store 59. Office 196. Auto Dept. 691. Farm Implements 789.

An attractive 4-col. by 7" (reduced) newspaper advertisement. The method by which advertisements of this kind are handled is portrayed on the opposite page.

THE advertisement reproduced above is very neat and effective. While open to criticism in some minor details, on the whole it possesses the essentials of good display. The first function of advertisement display is to attract attention. Then it should please the eye, be easy to read and easy to grasp. This advertisement possesses all these essentials.

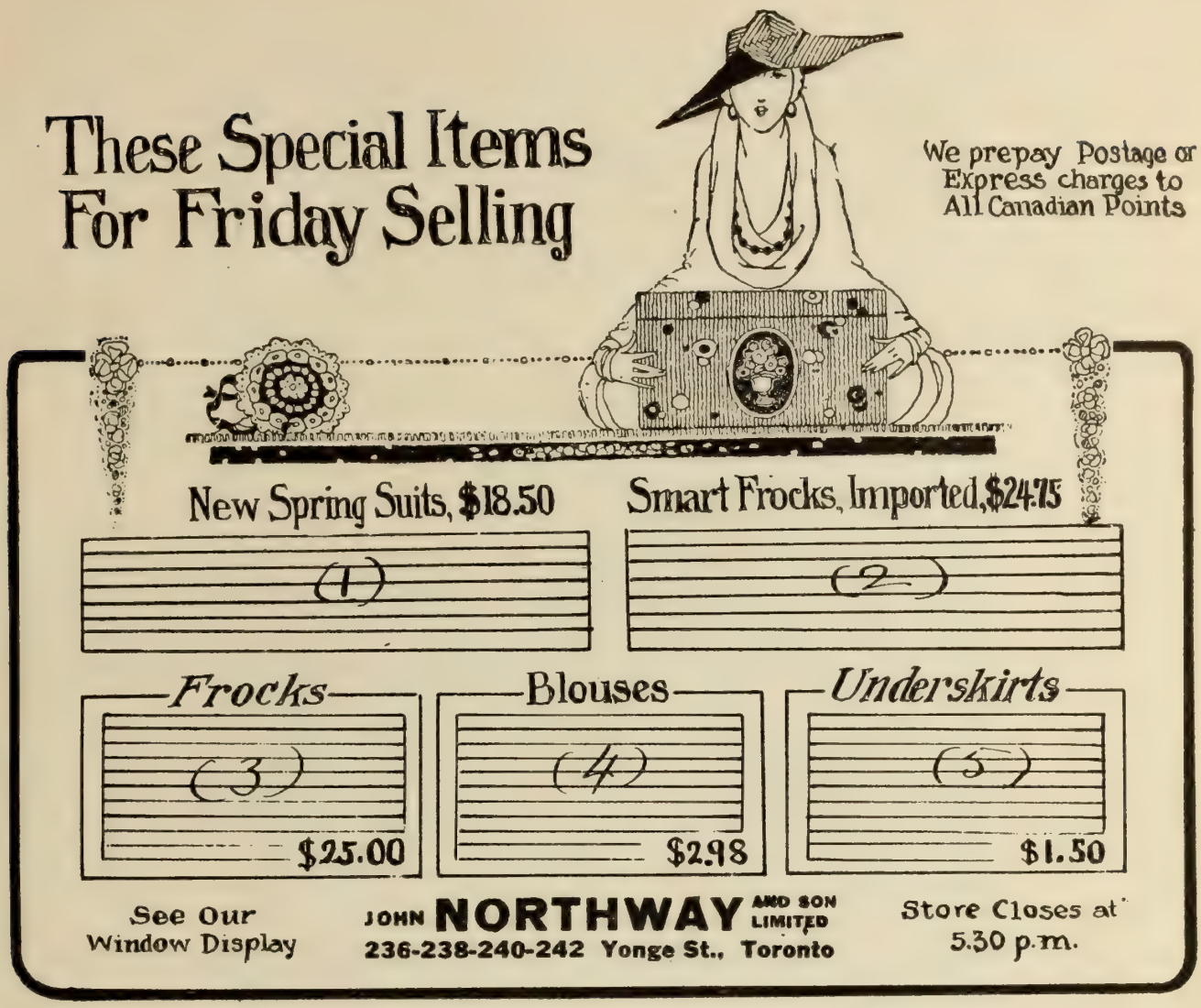
Nothwithstanding, the set-up could be improved by the introduction of a little more white space between the firm name and the border, and the firm name and the boxed items above. In that case a corresponding amount of white should be used between the boxed items. Likewise between the boxed items and the two items above.

Cheltenham bold type carried out all through the ad would make a more harmonious set-up too, but in this particular case the Gothic type used in the firm name and other places is a regular and not-to-be-changed practice with this advertiser, who sees a certain amount of benefit by continually using the same type for his name and his stock phrases. The public thereby recognize the advertisement at a glance.

The introduction of italics in the side boxes was likely made for the sake of variety and to add "class" to the general appearance of the advertisement. However, it is well to remember that italics is not as easy to read as roman.

The method by which this advertisement was probably handled is portrayed on the opposite page.

In addition to the reset advertisements this department has been doubled in size so as to include extra features. A reproduction of a striking and well-set advertisement taken from a Toronto daily paper appears above. On the opposite page a layout of this advertisement is produced for the purpose of giving some idea of the method by which advertisements are prepared for the printer by professional advertisement writers in the big cities. There is also included in this section a front page reproduction with comment on its make-up. These additions to our regular reset advertisements department are the result of recent requests by readers of PRINTER AND PUBLISHER. Suggestions from our readers are always in order. If you have any ideas for the mutual benefit of the craft drop us a line.



The probable style of layout as given to the compositor for the advertisement on the opposite page.

TO the uninitiated the method of handling big advertisements on metropolitan dailies is vague and mysterious. The method is simple and logical however. Take for example the "Northway" advertisement and note the finished product on the opposite page and the "layout" illustrated above.

The advertisement has all the ear-marks of professional handling in the first instance. The ad-writer, we take it, firstly secured his material from the various departments of the store. Then he determined the amount of space necessary for effective display, taking into consideration the cut to be used. A proof of the cut was then pasted on the layout, the border next drawn around and the rest of the plan drafted out. After this, the various pieces of copy, which had previously been roughly prepared, were revised and made to fit (with, say 8 point type) the spaces allotted in the layout, or draft. After determining the wording of the headings these were "lettered in" to the size desired, likewise the prices selected for display. The text matter was indicated by ruled lines in the lay-out. Each item of the text matter was numbered, and with a corresponding number on that portion of the lay-out where it was to appear no room was left for doubt as to its proper location.

When the printer is provided with a lay-out after the manner of the above he knows just the weight and proper style of type to use for display purposes. Very often he is not required to be even judge in that respect. The ad-writer, if he knows type well enough, will often indicate the style of letter to be used by notations in the margin of the lay-out. The size of the type to be used for the text matter is usually left to the compositor's judgment. If the text is required to appear in type other than the customary roman, the ad-writer will so indicate it. The use of italics in the side boxes of the "Northway" ad as seen on the opposite page is a case in point. The writer of this advertisement probably requested its adoption in this instance. It might be said that the "lay-out" above is just a little more carefully planned and lettered than is necessary. A compositor who knows his business does not require pretty lay-outs to produce a good set-up; all he wants is a draft that will give him an idea of what the advertiser has in mind. When a good compositor is familiar with the tastes of an advertiser the compositor can usually be depended upon to produce the desired results.

THE VANCOUVER DAILY PROVINCE

IN GERMAN ELECTIONS — Fifteen Months Through Polling Booths — Little Trouble from the Spartacus Element — Page

ANCIENT RACE QUESTIONS — Brought to Surface by War's Upheaval—Work for Peace Congress — P 1

IS NOT ALL HARMONY — Quite Keen in Opposition of Delegates to Paris Peace Conference — P 11

Russia Is Presenting Tremendous Problem To Peace Conference

Different Factions Have Different Panaceas, But Delegates Will Consider One of Three Roads Open.

SITUATION IS FULL OF CONTRADICTIONS

Russian Officer's Orderly Can Not Understand Why They Are Kept Out After Dying for Allies in Millions.

TROTSKY BARELY ESCAPES CAPTURE

SHIPYARD MEN OUT ON STRIKE

Silence Reigns Today in Plants on Puget Sound.

More Than 40,000 Men Affected—Carpenters Go Out Unwillingly

FRAME POLICY ON RUSSIA TOMORROW

This Is Officially Expressed Hope of Paris Peace Conference.

PRINCE JOHN'S BODY IS LAID AT REST

J. HAM. LEWIS MAY BE ATTORNEY-GENERAL

DWELLINGS FOR 200 SOLDIERS IN CITY

Mayor Receives Outline of Government Plan from Hon. T. D. Pattullo.

Distribution of Ottawa Fund Is on the Basis of Population

Will City or Province Have Final Charge of Disbursement?

Outline of Expenditures in Dominion-wide Housing Plan.

BE AN OPTIMIST!

WHILE OUR OWN ALLIES STARVE

Trade Work of Food Gang in Vienna, in Complaint of Bohemians

New-born Babes Wrapped in Paper Owing to Linen Shortage.

CONSPIRACY IN PORTUGAL GROWS

Martial Law Proclaimed—Rumors that Spain May Intervene.

COASTING STEAMER HAS CHANGED OWNERS

Hunt for Precedents Is Undignified and Useless

Crimes of Kaiser and Accomplices So Great That They Had Hitherto Been Regarded as Unthinkable — No Penalties Provided. — Allies Must Make Decision—Can Easily Get Wilhelm.

MUST NOT RETURN GERMAN COLONIES

NEARLY ALL FREE FROM PRISON CAMPS

SINN FEINERS PROCLAIM A REPUBLIC

Assembly at Dublin Demands Withdrawal of the British Garrison.

Whole Situation Is One Bristling With Paradoxes.

No Attempt at Secrecy—Tickets for Friend and Foe.

Half the Members of New House Are in English Prisons.

DOMINIONS ASK FOR RECOGNITION

Claim They Are Individual Nations and Have Right to Place in League.

A Breezy Front Page

THIS front page has a newsy appearance. It's attractive—breezy. It's the kind of a front page that many newspapers strive to effect but not with the best of results. It will never win a blue ribbon as a model of typographical excellence, nor will it suit some critics who see merit only in symmetrical arrangement of display. Nevertheless the front page of the Vancouver *Daily Province* is representative of the most attractive front pages seen in the Canadian daily newspaper field.

The title of that paper has a pleasing type face. It's a characteristic newspaper heading-letter of just the proper size. It is distinctive from the type used for the news headings below, which is a commendable feature, according to popular newspaper practice.

The news headings are presented with care. The lines are carefully worded to occupy a given space and the various decks are nicely grouped, with neither too much nor too little space between them. These headings are worth studying.

Another feature worth noting appears at the top of the page. Streamer headings are used here to draw attention to important news appearing on the inside pages. This is to be recommended in preference to the practice of running streamers across the page with a heading covering the same story in type almost as prominent immediately beneath.

The cartoons of the Vancouver *Province* are always good. They are usually worthy of their preferred position as seen in the above reproduction. In this instance the cartoon strikes a balance with the three-column head to the left.

By the way of criticism it may be said that the leading single column headings contain too many decks. They appear monotonous and make tiresome reading. Three sub-heads, or decks, would be quite sufficient and none of the typographical effect of the page would likely be lost by the change. The first sub-head might be better if in larger type than the succeeding sub-heads, or a cap-line might be introduced to advantage between the first two sub-heads.

The appearance of the page falls from grace as the eye reads down, but it is the top portion of a front page make-up that counts most. This fact is evidently appreciated by the builders of this front page.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

T. A. Love, of the Grand Forks *Gazette*, is the worshipful master of the local Masonic Lodge this year.

R. T. Lowery, of the Greenwood *Ledge*, is wintering in California, leaving for the south early in January.

L. J. Ball, of the Vernon *News*, has been returned as alderman for the third year in succession—two of them by acclamation.

R. J. McDougall, of the Penticton *Herald*, was elected secretary of the Penticton Board of Trade in a three-cornered fight last month.

Mrs. W. J. Mohr, wife of the linotype operator of the Revelstoke *Review*, was one of the victims of the "flu" in that city last month.

D. A. Kay, who left the Cranbrook *Herald* about eight months ago to take a position in Vancouver, is back again in charge of the linotype department of the *Herald*.

The *Golden Star*, with a circulation of 400, has issued a new rate card calling for 30 cents an inch for all space less than quarter page per issue. The transient rate is 60 cents.

Possibly the most public-spirited publisher in the interior is H. W. Power, of the Kaslo *Kootenaian*. He is secretary of the Kaslo Conservative Association, Board of Trade and Army and Navy League, as well as second deputy chief of the town's volunteer fire brigade.

On his winter holiday in California, R. T. Lowery, of the Greenwood *Ledge*, has an extra $75 of spending money—the amount earned by the "Colonel" who produced the best Victory Loan editorial appearing in British Columbia weeklies, and was awarded that amount by the Victory Loan Provincial Committee.

Following the adjournment of the British Columbia Legislature the members of the Legislative Press Gallery met in annual meeting and organized for the session. The following officers were duly elected: Honorary president, the Hon. J. W. deB Farris, Attorney-General; the Hon. J. H. King, Minister of Public Works, president; H. P. Hodges, Victoria *Daily Times*; vice-president, F. R. McNamara, Vancouver *Daily Sun;* secretary, J. W. B. McDougall, Victoria *Daily Colonist*. A resolution of sympathy with the family of the late Richard P. Wallis, member for Alberni, was passed, and one of congratulation to the Hon. E. D. Barrow, Minister of Agriculture, on his elevation to Cabinet rank.

Alberta

Lethbridge *Herald*—"The *Herald* staff and "newsies" were the guests at a very enjoyable affair in the K. of P. hall, when W. A. Buchanan and Mrs. Buchanan were the host and hostess. A dinner of excellent quality was served to nearly 100 members of the staff and families, Kirkby being the caterer. After this excellent feature of the evening was disposed of, those present enjoyed a treat in the nature of a reel of moving pictures taken of the press party on their tour of England, France and the trenches, of which party Mr. Buchanan was a member. The pictures were very good and showed the party in the various stages of their tour of the front, including pictures of the trenches. Vimy Ridge, the various Canadian depots, the party visiting Field Marshal Haig at his headquarters, and General Sir Arthur Currie, Commander of the Canadians. Various other notables of the old land were shown in the pictures, including Lord Beaverbrook and Lord Derby. A large number of slides were also shown, depicting the British and Canadian efforts in the war, and many interesting war features. It is the first time that these pictures have been shown in Lethbridge, and they were the feature of the entertainment. A reel of comedy from Starland was also shown by courtesy of Mr. Fleming. The evening finished up with a very enjoyable dance. Miss Arnold's orchestra furnished excellent music throughout the evening. Cheers for Mr. and Mrs. Buchanan were given before the party broke up."

Edmonton *Journal*.—" 'Stan' Christie, for a number of years cartoonist of the Edmonton *Journal*, is dead, according to information sent to the *Journal* by H. S Whitehorn. Mr. Christie had been in failing health for the past two months, but the direct cause of death is not given. He died in New York City on December 27, and leaves a wife and baby daughter six months old. The family was to have sailed for England on December 28. It is thought Mrs. Christie and child will sail for the Old Country at a later date. The family were very well known in Edmonton."

Saskatchewan

"Curly" Clark, formerly foreman of the Rosetown *Eagle*, died from an attack of influenza.

J. M. Moore, of the Georgetown *Herald*, was re-elected a member of the Public School Board with a handsome vote.

Wapella *Post*.—E. R. Johnston has taken over the management of the *Post* newspaper and job printing plant, and all business in connection with this office will be conducted by him in future.

Walter Barrett, an employee of the Brampton *Conservator* 18 years ago, is now Vice-President of the International Typographical Union and travels all over the United States and Canada.

Manitoba

Treherne *Times*.—"The report has come that George Norfield, formerly editor of the *Times*, has died in England from illness, following wounds received in action several months ago. Mr. Norfield was well and favorably known in this district and was one of the first to go from here to fight for his flag. The report of his death will be received with deep regret by his many friends."

Judge Prendergast expressed the opinion that the Winnipeg *Telegram* had been unable to prove that the *Tribune* had libelled it last September. The case was therefore not allowed to go to the jury but was non-suited. After the conclusion of the hearing of the evidence, E. A. Bonnar, K.C., on behalf of the defendant newspaper, asked for a non-suit, claiming that the plaintiffs had not proven their case. His contentions were based on three points. The article appearing in the paper had not been libelous, he claimed. The plaintiffs had not proven any connection between the article and the plaintiffs themselves. Thirdly that the article had been commentatory and not condemning. A special jury had been called to hear the case, composed of prominent business and financial men as well as other prominent citizens. The alleged libelous statement was made when the *Telegram* was purchased by Davidson and Smith, grain merchants.

Fort William *Times-Journal*.—"J. F. B. Livesay, western manager of the Canadian Press, is back again on the job in Winnipeg. Livesay was jolted away from his desk in Winnipeg to follow the fortunes of the war on the west front, and his work as Canadian press correspondent with the Canadian contingent will be recollected as being accurate, up-to-date and interesting withal. It is much to the credit of the Canadian Press and its manager that he was able to jump from the post of manager to work in the field and to stack up, with excellent results, against any of the other war correspondents in France. It demonstrates that the Canadian Press has men in its service who not only know what should be done, but who, at a pinch, can get their coats off and do it."

Ontario

Chas. Jerome, father of the editor of the Bothwell *Times*, died last week aged 87 years.

Robert Chiswick of the composing room staff of the London *Free Press* has returned from overseas.

F. H. Leslie, editor of the Niagara Falls *Review*, has been elected president of the Welland County Liberal Association.

Gordon L. Lemon has secured his discharge from the army and rejoined the staff of the Hamilton Advertiser's Agency.

J. A. McLaren, editor of the Barrie *Examiner*, has been elected to the Board of Education in the county town, Orangeville.

Major James Baxter, a former well known Windsor newspaperman, has been awarded the Military Cross for gallantry at the front.

Pte. N. Willoughby, who enlisted with the 161st Huron Battalion, has returned to Seaforth, where he was formerly foreman of the Seaforth *News*.

William Houston added a word of appreciation for Mr. McKnight, saying that for nearly twenty years he had been "the life of the local room."

The death occurred recently at St. Thomas of Miss Ida McCormick, former office manager of the St Thomas *Journal* and of the Calgary *Herald*.

Lieut. Charles Grafton, a former London *Free Press* reporter, who saw thirteen months' service in France, is rejoining the reportorial staff of the paper.

R. L. Mortimer, editor of the Shelburne *Free Press*, has been for some weeks a patient in Toronto General Hospital. He has sufficiently recovered to return home.

Lieut. Thomas R. Elliott, formerly of the editorial staff of the London *Free Press*, who went overseas with the Canadian artillery, has returned and rejoined the paper.

Edward (Ted) Holland, a London *Free Press* operator, who has been dangerously ill with influenza, has now recovered. His wife was also very ill with the same disease.

Wm. Cunningham, city editor of the Kitchener *News-Record*, has resigned and his place has been taken by Mr. N. C. Helmuth, who for six years had been a reporter on the paper.

Ex-Controller John O'Neill was the guest of honor at the annual banquet of the Toronto City Hall Press Gallery, which was held at the Carls-Rite Hotel. The gallery men put on a mock session of the Toronto Board of Control.

Lieut. T. R. Elliott and Lieut. C. S. Grafton, formerly of the staff of the London *Free Press*, have returned from overseas. The former has been discharged and has resumed work as Western Ontario editor of the *Free Press*.

Illuminating descriptive letters are being sent home from Germany by Sergt. W. E. Elliott, a former well known Toronto and London, Ont., newspaperman. Sergt. Elliott is with the Canadian army of occupation in Germany.

Allan Eby, news editor of the Kitchener *Telegraph*, and one of the best known newspapermen in Western Ontario, offered himself for the Kitchener mayoralty at the recent municipal elections, but was defeated by Mayor David Gross.

The death has occurred at Chicago of Duncan McIntyre, an old newspaperman, and a former reporter on the London *Free Press*. He had been engaged in literary work in Chicago, and had later held an official position with the Northern Pacific Railroad.

Lieut. Frank Perkins, former editor and proprietor of the Petrolia *Topic*, has returned from overseas. He was a prisoner of war for some time and has brought back a remarkably fine collection of war souvenirs. He served with the Mounted Rifles.

Frank H. Harris has been appointed business manager of the Canada Farmer Publishing Syndicate, Toronto. He takes charge of the Farming-with-Power and Labor-Saving Machinery Department in connection with *Rural Canada* and the *United Farmer*.

The staff of the London *Free Press* has been hit hard by the influenza epidemic, many of the employees having been laid up with the disease. Two popular printers, Edward C Efner, former night foreman of the composing room, and John Haworth, died of the disease.

Anxiety regarding the safety of Flight-Lieut. Bert Perry, former sporting editor of the London *Advertiser*, who had been a prisoner of war in Germany, and from whom no word had been received for some time, has been relieved by receipt of word that he has arrived safely in England, repatriated.

The City Council of Niagara Falls has re-appointed Mr. F. H. Leslie, editor of the *Evening Review*, to the Collegiate Institute Board for a further term of three years. For the past two years Mr. Leslie has been chairman of the finance committee of the Board, and this year again holds that chairmanship.

Rev. Dr. Thomas S. Linscott died in Brantford, Jan. 31, at his home, "Seven Acres," following a paralytic stroke sustained earlier in the evening while at a church service. He was seventy-four years of age. Dr. Linscott was head of the Bradley-Garretson Publishing Co., and widely known throughout the Province.

After nineteen years' faithful and efficient service on the reportorial staff of the Toronto *Globe*, William T. McKnight severed his connection with the paper to accept the position of assistant to Julius Bernstein, general manager of Loew's Toronto theatres. On the eve of his departure for the new field of service, Mr. McKnight was honored by his colleagues of the editorial department, who presented him with a handsome walnut humidor. The presentation was made by Stewart Lyon, editor of the *Globe*, who spoke in terms of praise of Mr. McKnight's sterling qualities.

Lieut. G. H. Lash, of the Toronto *Mail and Empire* reportorial staff, who went overseas as a private with a reinforcing draft for the P.P.C.L.I., and after a year's service in which he was severely wounded, was granted a commission, has been awarded a bar to his Military Cross.

After an illness of two days Mrs. Marion Hale, widow of the late George H. Hale, of the Orillia *Packet*, died at her home, "The Walnuts," Orillia, following a paralytic stroke. Mrs. Hale, who was in her 68th year, had been unconscious since she fell ill. Mr. Hale, who was one of the best known and oldest weekly publishers, died two years ago last December.

Before leaving St. Thomas to take a position with the trade publications of H. Gagnier, Ltd., and Toronto *Saturday Night*, with headquarters in New York, L. M. Bradley, advertising solicitor of the *Times-Journal*, was presented with a handsome umbrella by the staff of the paper. He will be New York and Eastern States representative of the Gagnier Trade publications.

Oakville *Star*.—"Editor Moore was a reluctant and unsuccessful candidate for the Acton reeveship. In the first issue of the *Free Press* he expresses his satisfaction at the choice of the electors, and offers to support the council in their efforts to advance the village. Acton is indeed fortunate in having such a big citizen as this action shows Mr. Moore to be. His defeat was solely due to a local issue."

The Stratford *Times* is the name of a new paper which has made its appearance here. It is an eight page weekly, and is published at 38 Ontario Street, Smythe Bros. Printing Shop. In its editorial the policy is outlined as serving the interests of all. The initial issue resembles the usual county weekly. Fletcher Johnson, a local shoe dealer, is believed to be the editor. The *Beacon* and *Herald* have each installed a new linotype.

The London *Free Press*, as a feature of its campaign to boost the importance of "liner" ads, has started a new classification in its wants columns, the heading being "Better Positions Wanted." It has two objects, to help men and women to secure better employment, and to put employers in touch with an ambitious class of workers. Mr. Harold Garner is in charge of the small ad work for the *Free Press* and is making good.

William Findlay, who left Ottawa to assume his new position as advertising manager of the Toronto *Globe*, was presented with a silver tea set and tray by the employees of the Ottawa *Journal* newspapers, with whom he has worked for the past two years. Speeches were made by W. A. Perry, secretary-treasurer; Michael Powell, mechanical superintendent; R. B. Faith, editor of the Ottawa *Farm Journal*, and Ross Munro, of the editorial department, all of whom testfied to Mr. Findlay's ability, pointing out the square deal he had extended to everyone, and predicted success and popularity for him with the *Globe*.

Galt *Reporter*.—"We learn that the Guelph *Weekly Mercury* is 67 years old, with its daily edition in its 51st volume. This fact makes it certain that the *Reporter* is the oldest newspaper published in this section. It is now in its 76th year, and being the Daddy of them all looks back on a well-spent life. In the early days the stage coach carried many copies of the *Weekly Reporter* up the Huron road into the district out of which Perth and Huron counties were carved. Its advertising columns for years were used to place legal advertisements affecting the villages to the north, as well as individuals who were not served by any newspapers before the opening in 1858 of the Grand Trunk Railway to Stratford."

The Deseronto *Weekly Post*, which ceased publication on account of the death of the proprietor during the recent influenza epidemic, has been revived under new management, the plant and business having been purchased by Harry M. Moore. For over two years Mr. Moore has been publishing the *Weekly Enterprise* at Eganville, Ontario, and previous to his newspaper experience at Eganville was connected with various newspaper enterprises in Ontario.

Burks Falls *Arrow*.—"For nearly three years Mr. Harry Moore—one of the brightest country newspapermen in the Province—has been publishing the *Enterprise Weekly* at Eganville, Ont., and now we learn that he has bought the Deseronto *Post* and will shortly take possession of that business. He will drop the *Enterprise Weekly*, and unless there is another weekly there—of which we are not certain—Eganville will be without a newspaper. This will be a serious loss to the latter place, as it has had a press for many years, and the apparent failure of the local business men to give adequate support to the paper will act as a boomerang upon the whole community."

T. A. Stevenson, who is now on the staff of the Department of Soldiers' Civil Re-establishment, severed all connection with the Labor movement, other than membership in Typographical Union, with his resignation on Saturday night as President of Toronto Typographical Union. Mr. Stevenson was quite active

in the Labor movement until he was appointed by the Labor Congress Executive to the Department of Re-establishment at the request of the Government. He has returned from Western Canada, where he opened employment bureaus. While there he stated that he was successful in having a member of the Winnipeg union installed as instructor in printing in the vocational branch.

Lieut. Jos. Le Gard, formerly foreman of the Flesherton *Advance*, has returned from overseas. On Sept. 28th, while leading his men on the outskirts of Cambrai, he was shot in the abdomen by a machine gun bullet. His wound made it necessary to send him back to England. He crossed the Atlantic on the SS. "Carmania."

Magistrate Jelfs, of Hamilton, committed A. R. R. Jones, editor of *Jack Canuck*, for trial on a charge of criminal libel lodged against him by P. J. Jones, sporting editor of the *Herald*, and W. C. McMullen, sporting editor of the *Spectator*. He was admitted to bail in the sum of $200, provided by Mrs. L. Rogers, one of the owners of the paper of which accused is editor. Mr. McMullen stated that he had no connection with two boxing bouts referred to in articles complained of, and received no money as a result of them. The first bout was conducted by the G.W.V.A. Mr. Jones of the *Herald* stated that the second bout was conducted by the Sportsmen's Patriotic Association, of which he is secretary, to raise money to wipe out a debt on some sporting goods furnished to the 86th Machine Gun Battalion, when it went overseas. He received $10 for his services as press agent, but received no money in connection with the first bout arranged by the G.W.V.A. Both gentlemen stated that the articles complained of have held them up to ridicule and contempt in certain quarters, and that they were entirely untrue. Mrs. L. Rogers was asked the name of the man who wrote the articles, and she said he was a "Mr. Hamilton." She did not know his first name. Mr. Jones was not the editor of the paper when the first article complained of appeared, but was in charge when the second was published. Jones was committed to a higher court.

Quebec

Following a meeting of the French journalists of Montreal, when a Newspapermen's Union was formed, the English-speaking journalists met at the Windsor Hotel and the suggestion that they form a union was carried after some discussion. The President of the local Typographical Union and an organizer from the American Federation of Labor were present, and both promised support and sympathy. At the conclusion of the meeting it was decided to meet the French journalists next Saturday, and to take steps looking to the amalgamation of both bodies in a common union. About forty men and women were present from all the English newspapers in Montreal.

Maritime

The printing and bindery trade are fair, with help fairly plentiful.

F. W. W. Bartlett has joined the reporting staff of the St. John *Times-Star*.

I. C. Stewart, president of the Imperial Publishing Co., was visiting Ottawa and Montreal during the month of January.

Stephen H. Fry has returned to his post in the St. John *Times-Star* composing room after three years' service overseas.

Percy B. Dakin, for 15 years a member of the art department of the Boston *Post*, is dead. He was born in Digby, N.S., in 1877.

The Moncton printers' employees, a few weeks since, had a fairly general readjustment of wages, conforming quite closely to the St. John standard.

The tendency of the printers and binders in the Maritime Provinces is to raise their prices for their work, owing to raise in wages and extra cost in manufacturing.

The Halifax *Herald* and *Evening Mail* are conducting a circulation voting contest, the chief prizes being a trip for seven women to the battlefields of Europe this summer.

The Commercial Printing Co. of Halifax plant was completely destroyed by fire in the month of January. The loss was about $3,000, and consequently they have gone out of business.

L. D. Munro has purchased the job printing business of Sweeney & Ferris, Main Street, St. John. Mr. Munro has been in the employ of the city as a district commissioner.

J. Alwyn Tait has resigned from the news staff of the St. John *Times-Star* to engage in the retail grocery business in Hampton. Amos Mantle, a junior on the staff, accompanies him as clerk.

Edgar Herbert Nicole, who for several years was engaged as reporter on the St. John *Telegraph* and the St. John *Standard*, and latterly as proofreader on the latter paper died recently of tuberculosis. He was a native of England, a graduate of Oxford University and had been in the Government service in England before coming to Canada.

J. H. McHugh, Canadian Press night operator in St. John, has resigned and has been succeeded by A. McPhail. Frank Wry has taken over the Fredericton day wire, succeeding Norman McPhail who has accepted a position with the C.P.R.

Moncton's two dailies, which about three or four months ago increased their price from two or three cents, find the change has had no effect in decreasing circulation. Strangely enough circulation has shown a tendency to slightly grow.

The newspaper reporters of St. John enjoyed one of their old-time outings—the first in several years—this month. A sleigh drive had been planned but weather conditions made motor cars more desirable and the run to a suburban hotel, twelve miles from town, was enjoyed on wheels instead of runners. A fine dinner was awaiting them and the toast list which followed gave the members of the party an opportunity to show whether their tongues were as expressive as their typewriters. A jolly evening was spent, with comradeship instead of rivalry and all thoughts of scoops forgotten for the time.

The Naskwaak Pulp & Paper Company, Ltd., is planning to remove from St. John to Marysville, on the St. John River near Fredericton. A modern building will be erected and it will be equipped almost entirely with new machinery, progress in this line having made it possible to substitute better machines for almost all the equipment now in use. The new plant will employ from 225 to 250 men. The decision to move has been brought to a head by a strike of the company's employees at St. John to enforce the recognition of their union, a demand which the company refuses. Advantages gained by the removal are the chief consideration, however. These include nearness to their source of wood supply, opportunity to develop hydro-electric power, larger available supply of water for mill operations and lower taxes. The new mill will have a capacity of about eighty tons of pulp a day, as compared with fifty tons, which is the maximum of the present plant. The St. John mill now is idle and it is not probable that it will be operated again.

Newfoundland

Mr. Crotty, reporter on the *Advocate* of St. John's, severs his connection with the *Fourth Estate* to take up insurance work.

G. D. Carew, of the reportorial staff of the St. John's *Daily Star*, leaves that paper to take a similar position with the *Fishermen's Advocate*.

B. Page has secured the appointment of sole agent in Newfoundland for the Macmillan Publishing Co., and the Times History of the War.

Work on the rebuilding of the *Herald* office of St. John's is proceeding. It is hoped to have the building ready for occupancy early the approaching spring.

M. Kean, a member of the St. John's *Evening Herald* staff, proceeded to Montreal the first week in January for medical treatment. He will also visit New York before returning.

Hon. W. F. Coaker, president and founder of the *Fisherman's Advocate*, is on a trip to Europe via New York. While in Europe Mr. Coaker will visit Italy, Spain, Portugal, France and England, and will likely be absent two or three months.

Negotiations are said to be progressing between the owners of the paper mills of Grand Falls and the Albert Reed Co., operating pulp mills at Bishop's Falls, for the taking over of the latter's property by the Grand Falls concern.

Newsprint is being produced in Newfoundland at a cost of about $45 a ton. The Harmsworths' mills at Grand Falls are now running at full capacity, and are turning out on an average of over sixty thousand tons per year, their daily output being from 200 to 250 tons daily, representing $2,700,000 per year.

A booklet dealing with early history of Newfoundland has just been issued by Dr. W. W. Blackall, C. of E. Superintendent of Education for Newfoundland, which is one of the latest publications of Newfoundland. It relates in interesting and concise manner the efforts made to reconcile the Beathucks, and also of the voyages of Eric the Red and his Norsemen to the shores of the new-found-land.

Newfoundland newspapers have the distinction of being the most favorably situated in the matter of price of newsprint of any part of America. They are to-day able to purchase at $2.34, and the highest during the war was $2.59 freight paid. And yet the mills supplying at these figures have to import coal at a cost of $14.00 a ton. American manufacturers claim it costs them from ten to fifteen dollars a ton more to manufacture. The favorable difference in the cost of manufacture of paper in Newfoundland over that of United States is said to be in considerable measure due to the adaptability of Newfoundland spruce wood for paper making, there being considerably less wastage.

Newfoundland has the distinction of being the first country to record a history of its participation in the world war by the issue of a special set of postage stamps. The series consists of twelve stamps all bearing a caribou head in scroll, with denomination of the stamps and in different colors. One-cent in green, with the words "Trail of the Caribou," "Sulva Bay"; two-cent, vermilion, "Royal Naval Reserve," "Ubique"; three-cent, mauve, "Gaudecourt"; four-cent, purple, "Beaumont Hamel"; five cent, blue, "Royal Naval Reserve," "Ubique"; six-cent, steel gray, "Monchy"; eight-cent, violet, "Royal Naval Reserve"; ten-cent, green, "Steenbeck"; twelve-cent, orange, "Royal Naval Reserve"; fifteen-cent, gray, "Langemarck"; twenty-four-cent, brown, "Cambrai"; thirty-six-cent, willow green, "Combles," the names signifying the scenes of operations of the Royal Newfoundland Regiment.

Paying Strict Attention To Proper Cost

Montreal Graphic Arts Discuss Matter

AT a recent meeting of the Graphic Arts Section of the C.M.A. in Montreal, W. A. Desbarats in his address spoke at some length on costs. Following are a few of the extracts from his address:

"Now, gentlemen, we have a membership of 33, representing probably 85 per cent. of our industry, but we are hampered in our work by a further group of printers who are outside of our association and who partially defeat our objects. As a rule they have no cost systems and consequently do not know how much their work cost them, and in groping around for prices they are guided by custom or by the bluff which the purchaser gives them with a view of getting them to work below cost.

"Now, gentlemen, I just want to draw your attention to a difference in reputed costs. There are still some printers in this city who contend that they can do composition for 75c an hour, and sell cylinder presswork at $1.00 an hour, and make money, and they will tell you that they have a cost system. There may be some cost systems so manipulated that they may show a very low cost if everything were going without any loss of time, but *if* a cost system shows you, not, in theory, what your work *might* cost, but what under your regular working conditions it *does* cost, I defy any printer to show that he can work at those prices. And to prove it I would refer to the returns of costs from 800 printers in the States, 15 from Montreal, 18 from Toronto; and if any Montreal printer thinks he is smart enough to beat the costs of any of his confreres by 60 per cent. he must consider himself a wizard, and I would ask him to try the Standard Cost System, which does not leave any illusions but speaks facts. Good management and efficiency might save 10 per cent. in cost, but 60 per cent. appears to be a little strong.

"In 1907 the price of composition approved by the Employing Printers' Association was 75c an hour. Which one of you would have been brave enough to raise it to the present figure of $2.00 if it had not been for the co-operation of your fellow printers? Presswork on a sheet 25 x 38 in 1907 was selling $1.25 per hour; our cost system shows us that it now costs us from $1.80 to $2.00 per hour and we are selling it at $2.25. If the lead had not been given by our association do you think that any printer without a cost system would ever have got even up to $1.25 per hour?"

F. M. Kimbark, manager of Business Systems, Ltd., Toronto, who very kindly accepted the invitation of the Executive Committee to be present, then addressed the meeting.

Mr. Kimbark spoke of the work of the Cost Finding Section of the Master Printers' Association of Toronto, stating that quite a number of small shops, some without any cylinder presses, as well as the large shops, were keeping the Standard Cost System. He also gave a most interesting talk on some of the efficiency methods introduced into his own establishment, with a view to obtaining greater production, explaining that the results of same were only possible to be known through the Cost System.

Mr. Kimbark also stated that there was not a single failure amongst the 40 members of the Toronto Association, while 5 per cent. on the 89 printers outside the association failed.

St. Thomas *Times-Journal*:—"The outlook as regards the supply and price of newsprint paper for this year does not appear to be any too bright from the newspaper publishers' point of view. Mr. A. L. Dawe, secretary of the Canadian Pulp and Paper Association, says it is true that the demand for Canadian paper, particularly from American consumers, outstrips the supply. He says that 'owing to the uncertainties entailed by Government price-fixing and unsatisfactory returns allowed by the Canadian authorities to the manufacturers several of the mills have diverted their machinery to the production of other lines in which the selling price was not a matter of controversy,' and mentions notably among such producers, the Howard Smith mills at Beauharnois; the J. R. Booth mills at Ottawa, and the Price Bros. & Co.'s mills at Kenogami and Jonquiere, Quebec. Other companies, Mr. Dawe contends, have not gone into paper-making or extended their facilities for the same reason. Whatever the true reasons, it appears to be undoubted that the demand is exceeding the supply. So serious is the situation, both in the United States and Canada, that *Editor and Publisher*, a weekly periodical published in New York, has stated that it is the view of publishers, who are keenly observant, that 'the year 1919 will see a large number of newspaper properties, small only as compared with the great metropolitan dailies, either closing their plants because they cannot get supplies of newsprint at any rate or combining with others in the same locality for the same reason.'

"Remedy for the high cost of newsprint, as well as of labor, *Editor and Publisher* says, must be found in advancing the selling price of newspapers and increasing advertising rates; two actions that it is freely prophesied will have to occur anyway. While these would help to meet expenses, however, they could not add a single pound to the production of newsprint; which already has fallen so low that there is scarcely enough to go around.

"Last October the Canadian Paper Controller, Mr. Pringle, advanced the price of newsprint from $57 to $69 per ton making it retroactive from July 1. Within a few days the Federal Trade Commission advanced the price in the United States to $75.05 and made it retroactive from April 1st. The International Paper Co. and other mills are quoting, for the period after the Federal Trade Commission ceases to control prices, $80 per ton. The Canadian paper manufacturers, at the hearing held before the Judicial Tribunal at Ottawa on Wednesday, asked that the Canadian price be advanced $11 per ton, to be made retroactive from January 1st, 1918. What this would mean to the *Times-Journal*, for instance, may be seen from the following figures: In the first six months of 1918 we received 222,888 lbs., about 111½ tons, costing $6,186.95. In the last six months the *Times-Journal* received 252,270 lbs. or about 126¼ tons. Were the manufacturers successful in their appeal it would mean that on 238 tons received and used we would be asked to make a further payment of some $2,615.

"It is not a cheery prospect that faces the newspapers for 1919."

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Business Opportunities

I AM the inventor of a machine to print 24 or more colors at one impression. The machines are mostly used to show reproduction of paint colors, such as catalogue pages, paint folders, or, in fact, anything where paint colors are to be reproduced. The largest paint manufacturers and mail order people in the United States have pronounced the product the only practical way of showing colors, etc., and it is also the most economic.

"We now have twelve machines working twenty-four hours a day turning out a satisfactory product.

"The Henry O. Shepard Company has the exclusive license for the United States for paint colors, and the Federal Multi-Color Company has the exclusive license for reproducing color swatches and are now building machines to do this work.

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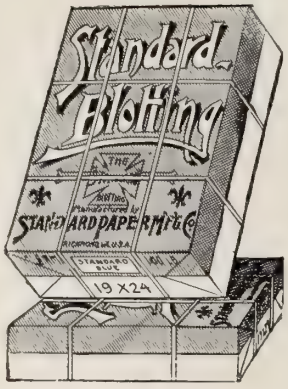

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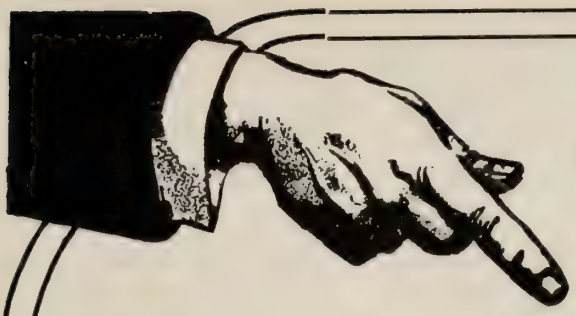

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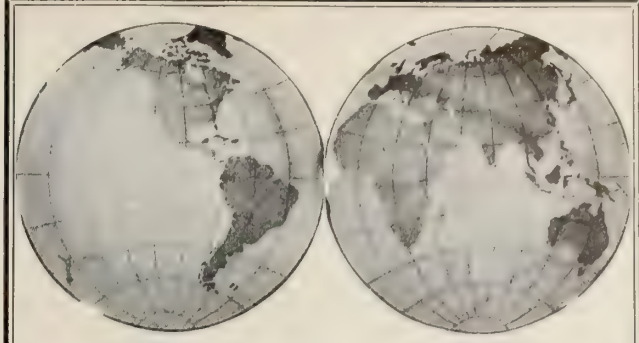

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"Germany From Within To-day"

The funniest thing that he has perhaps written appears in February MACLEAN'S from the pen of Canada's great humorist, Stephen Leacock—an imaginary visit to Berlin under the Bolsheviks. He finds Von Tirpitz planning a new navy, an *inland fleet;* Frau Krupp, an apple woman; Von Bethmann-Hollweg, a cab driver; Bernstorff, a Bolshevik and president of the Scavengers Union. He finds a *Get From Under* committee planning a trade war on the world and half the population of Berlin in English clothing or Scotch kilts. He finds—

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You will find this a remarkably interesting number. The bold, fighting face of Admiral Beatty is on the cover and inside are the following big features:

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The Farmer in Politics, by J. K. Munro.

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Old Times in Canada, by Walt Mason.

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Wild Miners I Have Met, by E. Ward Smith.

The Anglicization of Katrina, by Mary Josephine Benson.

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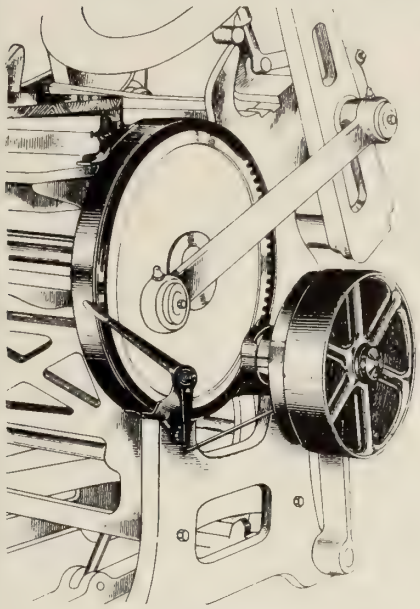

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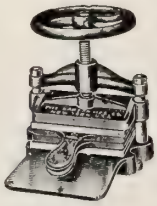

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Classified Want and Don't-Want Ads.

2c. a Word

Don't-wants may include a press, a chase or two, a cutter, a filing system, etc. Wants may include an editor, a printer, a purchaser for your business; you may want to buy a print-shop. Perhaps you want to swap something for something else. This page is your market; it's cheap enough; 2c. per word for first insertion; 1c. per word each time you repeat. Remit with copy.

BUSINESS OPPORTUNITIES

FOR SALE—UP-TO-DATE JOB PRINTING plant, capable of printing weekly newspaper, well established in County seat of Timiskaming district. Golden opportunity for establishing a French paper, representing a population of 25,000, for regular circulation and job work. No other French printing office within 225 miles. Have other interests. Particulars, price and terms on application. The Reliable Printery, Haileybury, Ont. (tf)

LINOTYPE MAN WANTED TO TAKE INterest in newspaper and job plant in live community in best section of B.C. Knowledge of cylinder presses desirable. State age, experience, etc. Box 634, Printer and Publisher. (p2p)

EQUIPMENT FOR SALE

UNITYPE TYPESETTING MACHINE, LATest design, for sale with quantity of type, 9 point on 10 point body. Set as fast as 2 or 3 men and distributes at same time. Doing good service every day. A bargain. Good reason for selling. Box 635, Printer and Publisher. (p2p)

HUBER PRESS FOR SALE—SEVEN COLumns, 38 x 52; four rollers; front delivery. In good running condition. Apply to the Commercial Engraving Co., Hamilton, Ont.

FOR SALE—MODEL 5 LINOTYPE. NEW. Used six months only, with pie stacker and quantity of accessories. Easy terms and a snap. Also country Campbell cylinder press, good; wire stitcher, quantity job type, cabinets, stones, etc. Amalgamation of papers reason for selling. Express Publishing House, Aylmer, Ont.

TRANSLATIONS

ENGLISH INTO FRENCH AND VICE versa. Advertising Booklets, Technical literature, Catalogues, Circulars, Posters, Commercial and other Correspondence. Why not secure Expert Service at once? It saves time and avoids unpleasantness arising from unsatisfactory translations. Moderate rates, including proof-reading. Correspondence especially solicited from Printers and Advertising Agencies. Léon A. Archambault, P.O. Box 135, Station B, Montreal.

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto.

SITUATIONS VACANT

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 68 Temperance St., Toronto.

WANTED—SOLICITOR FOR UP-TO-DATE job printing plant. One who can estimate and handle stock preferred. Apply stating wages, Review, Peterborough. (p2p)

SITUATIONS WANTED

PUBLISHERS—I HAVE HAD UPWARDS of ten years' practical experience, from messenger boy up, in Canadian editorial rooms. I know and can write what the people want to read. If your newspaper requires pep, and a thoroughly trained young man of thirty as managing editor, write me to-day, giving full particulars, salary, etc. Box 631, Printer and Publisher. (p1p)

EDITOR AND MANAGER—YOUNG MAN who has acted as printer, advertising solicitor, reporter and at present is news editor and editorial writer of a small Canadian daily, wants position at the helm of a daily newspaper. He can make and keep friends for the paper and believes his ability to minimize expenditures is offered better scope in the managerial field than the editorial room. Write Box 636, Printer and Publisher.

ADVERTISING MANAGER, HAVING COMpleted three years' military service overseas, seeks opportunity with well-established daily. Long pre-war connections with Eastern and Western papers and personally acquainted with most advertising agencies. Good organizer, strong initiative and driving power. First-class record. Box 632, Printer and Publisher. (p2p)

EQUIPMENT WANTED

LINOTYPE WANTED—A USED LINOTYPE for country office. Must be in good condition and reasonable in price. Standard, Merlin, Ont.

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

"Co-operation" in a want ad. page is one of the necessities of modern times. Half of our worries will be over—the other half will not happen—when we learn to "get together." Co-operation in a want ad. page of your own trade paper is "something most devoutly to be wished for" by printers and publishers of Canada. The daily paper want column may get you a compositor or a two-thirder in a rush—but if you want to reach the man to fill an executive job—to edit, to manage, to sell ads., to sell jobs, if you want to dispose of a second-hand press or cutter, if you want to buy them, if you want to dispose of your business or want to get a partner, if you want anything or want to dispose of anything, CO-OPERATE ON PRINTER AND PUBLISHER WANT AD. PAGE. The rate is but two cents per word.

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ENDURANCE ROLLERS

Mr. Printer:

What are you going to do to overcome Roller troubles this coming Spring and Summer?

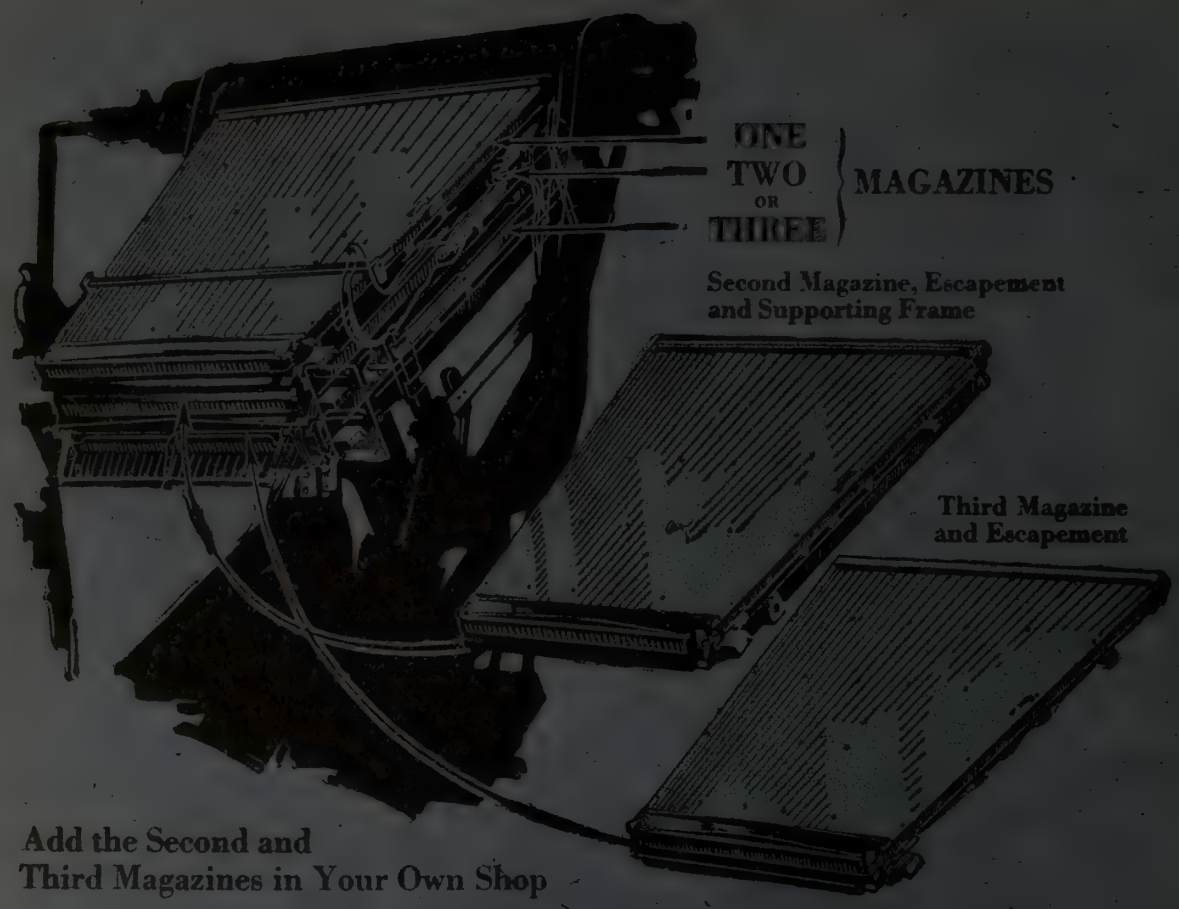
Why not Endurance Rollers?

They positively *endure* the wear and tear of the ordinary press-room, under any condition, better than any other Roller on the market.

If you are looking for Roller efficiency try them. You only can be the judge.

THE AULT & WIBORG CO.
of Canada, Limited

MONTREAL TORONTO WINNIPEG



You Can Start Your Linotype with Only One Magazine

No new framework to add; no old parts to dismantle and discard; no assistance required from an expert machinist. Your own operator can make this simple change easily in less than an hour's time in your own composing room by merely adding the magazine and its accompanying escapement. Send for particulars.

If You Want Your Composing Machine to Grow with Your Business
Buy The LINOTYPE—The Machine That Lasts

CANADIAN LINOTYPE LIMITED

68 Temperance Street, Toronto

MERGENTHALER LINOTYPE COMPANY
NEW YORK, U. S. A.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 So. Wabash Avenue

NEW ORLEANS
549 Baronne Street

This Advertisement is Composed Entirely of LINOTYPE *Material*

PRINTER & PUBLISHER

for MARCH, 1919

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

FIBRESTOC COVER

for
Catalogs
Booklets
Folders
Inserts
Post Cards
Envelope
Fillers, etc.

TRADE MARK

This design a guarantee of quality

Most Remarkably Low Priced, High-grade Cover on Market Quality Considered

Save anywhere from $3 to $5 per ream on your cover paper. You can do it by using FIBRESTOC COVER for Catalogs, Booklets, Broadsides, Inserts, etc.

FIBRESTOC is made in Canada. It escapes import duties. There's where you get the advantage in price over foreign covers of similar quality.

FIBRESTOC is bulky — strong — endurable. Embosses deeply and folds evenly.

The range of colors is complete—White, Buff, Blue, Grey, Brown, Green, Robin's Egg, Lavender and Russet—presenting opportunities for attractive creations with colored inks.

FIBRESTOC represents the best value in cover stock on the market. Its use means better prices for both the printer and his customer. It's a business winner.

A phone call or letter will bring you samples. Compare them, their quality and price with any other covers you have handy.

Other Good Covers

Wove Mill
Cashmere
Derby
Tinted Art S. C.
Tinted Art Suede

Made in Canada by

CANADA PAPER CO., LIMITED
WINDSOR MILLS, P.Q.

Distributed by: Hamilton, Ont.—Buntin, Gillies & Co., Ltd.; Montreal, P.Q.—Canada Paper Co., Ltd.; Toronto, Ont.—Canada Paper Co., Ltd.; Vancouver, B.C.—Smith, Davidson & Wright, Ltd.; Victoria, B.C.—Smith, Davidson & Wright, Ltd.

COLORED PAPERS OF ALL KINDS A SPECIALTY

"Used in Canada wherever good printing is done."

"DOMINION"

BLACK INK

This is Our Speciality

ONLY MANUFACTURERS *of the Famous*
NON-OFFSETTING HALF-TONE BLACK

Dominion Blacks Dry With a Lustre

VICTORY BLACK

This ink dries at once and you can back up a form immediately.

THE

DOMINION PRINTING INK

AND COLOR COMPANY, LIMITED

128-130 Pears' Avenue, Toronto, Canada

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice *Manager for Eastern Canada*
128 Bleury St., MONTREAL
Phone Main. 5124

PRINTER AND PUBLISHER, March, 1919, Vol. 28, No. 3. Published monthly at 143-153 University Ave., Toronto, by the MacLean Publishing Co., Ltd. Yearly subscription price, $2.00. Entered as second-class matter at the Post Office Department at Ottawa, Canada. Also entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, N.Y., U.S.A., under Act of March 3rd, 1879.

THE NEW CATALOG

of the Hamilton Manufacturing Company is now ready for distribution

This is more than a catalog; it is a guide-book to economical production in the printing-plant and embraces the latest ideas in equipment for the Composing-room, Pressroom, and Bindery.

Ideas that have been garnered from almost every corner of the globe and perfected by the Hamilton organization into practical working equipment to save time, labor and space, are incorporated in this catalog.

A study of this catalog will show how it is possible to increase production without additional floor space, and will enable you to meet advances in labor costs without increasing your selling prices to a prohibitive point.

Hamilton equipment is a vital present necessity and is one of the solutions of the most perplexing problems printers have before them at this time.

This catalog, which is a virtual text-book, will be mailed to responsible printers free.

The Hamilton Manufacturing Company

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

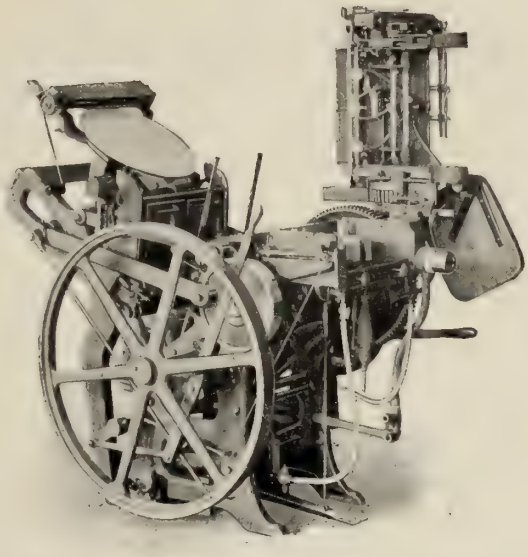
CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern. J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.

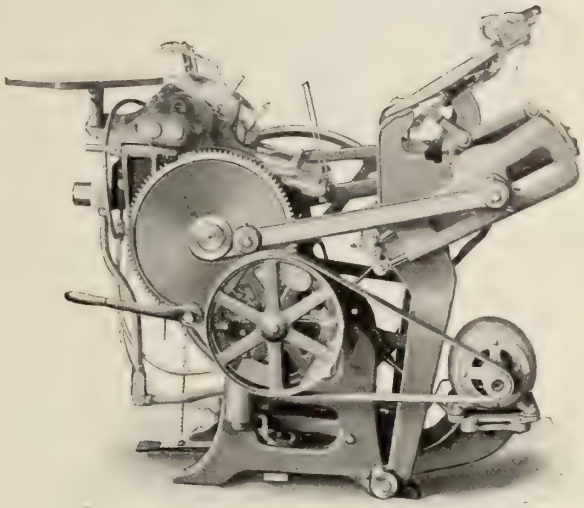
A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

CHANDLER & PRICE GORDON

WITH MILLER AUTOMATIC FEEDER



Machine open for Make-ready, which is accomplished as easily as before Feeder was attached.



All ready for run. Never tires; never needs to wash its hands; works overtime without grumbling.

Money Makers *Time Savers*

Never in the history of the Printing Trade has there been such a demand for speed—Speed and Accuracy—and never has there been a job press equipment so satisfactory as the new style Chandler & Price Gordon—with Miller Automatic Feeder. From Niagara Falls to Windsor. From Toronto to Montreal—and from there down through the Maritimes—and clear through to Vancouver—the Miller Feeder is revolutionizing the jobbing trade—and repeat orders are frequent after the first machine has been installed.

With one Miller Feeder and one hand-fed jobber, one man will give you the product of three ordinary hand-fed presses. You get *better work—absolute register—no finger marking* and *your printed stock is all jogged up as it is printed.*

Let us send you further particulars

The Toronto Type Foundry Co., Limited

Everything for the Printer

Wellington and York Sts.
TORONTO

Beaver Hall Hill
MONTREAL

175 McDermott Ave. E.
WINNIPEG

PAPER SALES LIMITED

Bank of Hamilton Building - TORONTO, Ontario

Representatives in Canada for The New York-New England Company, Makers of

The Nynemill Lines

THE FAMOUS ABBEY WEDDINGS AND BRISTOLS
Have strong appeal because of low price and superior quality.

WEDDINGS 22 x 34—60
Vellum, Linen and Zinc Linen Finishes. Battle Abbey, Holyrood, Kelso and Melrose Grades.

BRISTOLS
22½ x 28½ 2 Ply 120 lb. and 3 Ply 180 lb.
Vellum, Plate and Zinc Linen Finishes. Battle Abbey, Holyrood, Kelso and Melrose Grades.

HEADQUARTERS BOND

The price, the khaki color, attractive vellum and linen finishes and an appealing name make a wonderful combination of value. White Sub. Nos. 16, 20 and 24, 17 x 22 . Khaki Sub. Nos. 20 and 24, 22 x 34—.

THE SUPERFINE TINTS
Comprise popular colors, and are distinctive in shade and appearance.

WEDDINGS 22 x 34—60
Vellum, Linen and Zinc Linen Finishes. Blue, Buff, Khaki, Green, Lavender and Rose.

BRISTOLS
22 x 34—2 Ply—120 lb. and 3 Ply—180 lb.
Vellum, Plate and Zinc Linen Finishes. Blue, Buff, Khaki, Green, Lavender and Rose.

ARTLOVERS MARBLE PAPERS

Made in a combination of colors for artists who require a beautiful and original paper, which allows them to express their ideas on an artistic yet conservative background. 22 x 34—60, 120, 180 lb. Vellum Finish. Also for Box Covers, 26-in. Rolls, basis 26 x 20—28. Vellum. Can be cut to any length. Colors: Algerian, Devonian, Venetian, Egyptian, Sicilian and Macedonian.

Send for Nynemill Samples

Your Inquiry Will Receive Prompt Attention

UWANTA COVER

NEW SIZES:

Uwanta Cover will be made hereafter in the standard sizes recommended by the national organizations of printers, paper merchants and cover-paper makers.

COLOURS: White, Blue, India, Green, Gray, Buff and Brown.

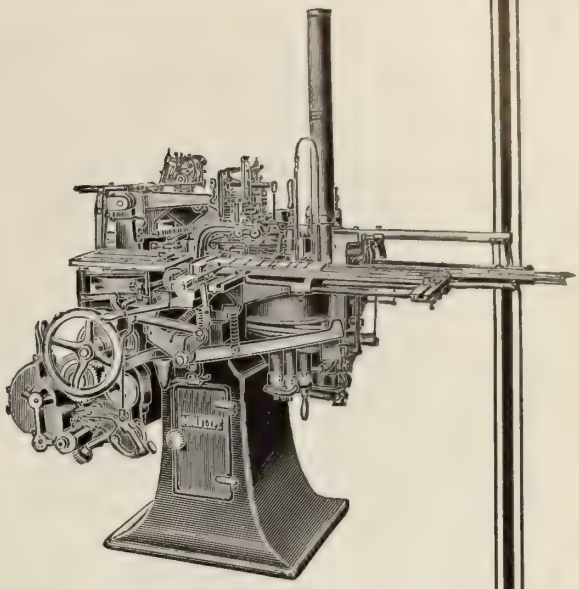
20 x 26—65 and 80 lbs.
26 x 40—130 and 160 lbs.
23 x 33—95 lbs.

If you want light attractive tints, if you want a smooth velvety finish, you want Uwanta. In addition to the Antique—Plate, Ripple and Linen finishes can be supplied at short notice.

UNITED PAPER MILLS LIMITED

TORONTO - CANADA

The High Cost of Composition Can Be Reduced



The greatest factor of cost in composing rooms is distribution. The Monotype eliminates this and turns all the time of all the compositors into productive time by furnishing plenty of type, rules, leads, and strip material to keep them busy on live copy

The biggest expense is for type, rules, and strip material. The Monotype makes all the type needed at so low a cost it does not pay to distribute. The depreciation saved pays for it. This gives more productive caster hours and reduces the cost of Monotype composition

NON-DISTRIBUTION
Will Do It!

NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type-&-Rule Caster, which makes this material so economically that whole pages, after use, are melted up to make new material; it makes the compositor's work a pleasure by cutting out the drudgery of distribution, leaving him free to spend all his time building ideas into type form without having to stop and tear down old jobs to get material; it eliminates non-productive time by using all of the compositors all the time on constructive work

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK, World Building — BOSTON, Wentworth Building
CHICAGO, Plymouth Building — TORONTO, Lumsden Building
Monotype Company of California, SAN FRANCISCO

215

This advertisement is composed in Monotype Nos. 150 and 1501 Series and Monotype Rule

A. WHYTE PAPER CO.

Carry in Stock the Following Lines

Superfine Linen Record
Earnscliffe Linen Bond
Bell-fast Bond
Genoa Bond
Progress Bond
Rosyth Bond

Book Papers—in S.C., M.F., Antique and Coated
Cover Papers
Card and Bristol Boards
Mimeograph Papers
Typewriter Papers

Send us in your mail orders. Special attention will be given to them.

"Quality and Service"

55 BAY STREET TORONTO, ONT.

THE J. L. MORRISON COMPANY

445-447 KING STREET WEST
TORONTO

Sole Agents in Canada

SEYBOLD MACHINE COMPANY - DAYTON, OHIO
THE KIDDER PRESS COMPANY - DOVER, N.H.

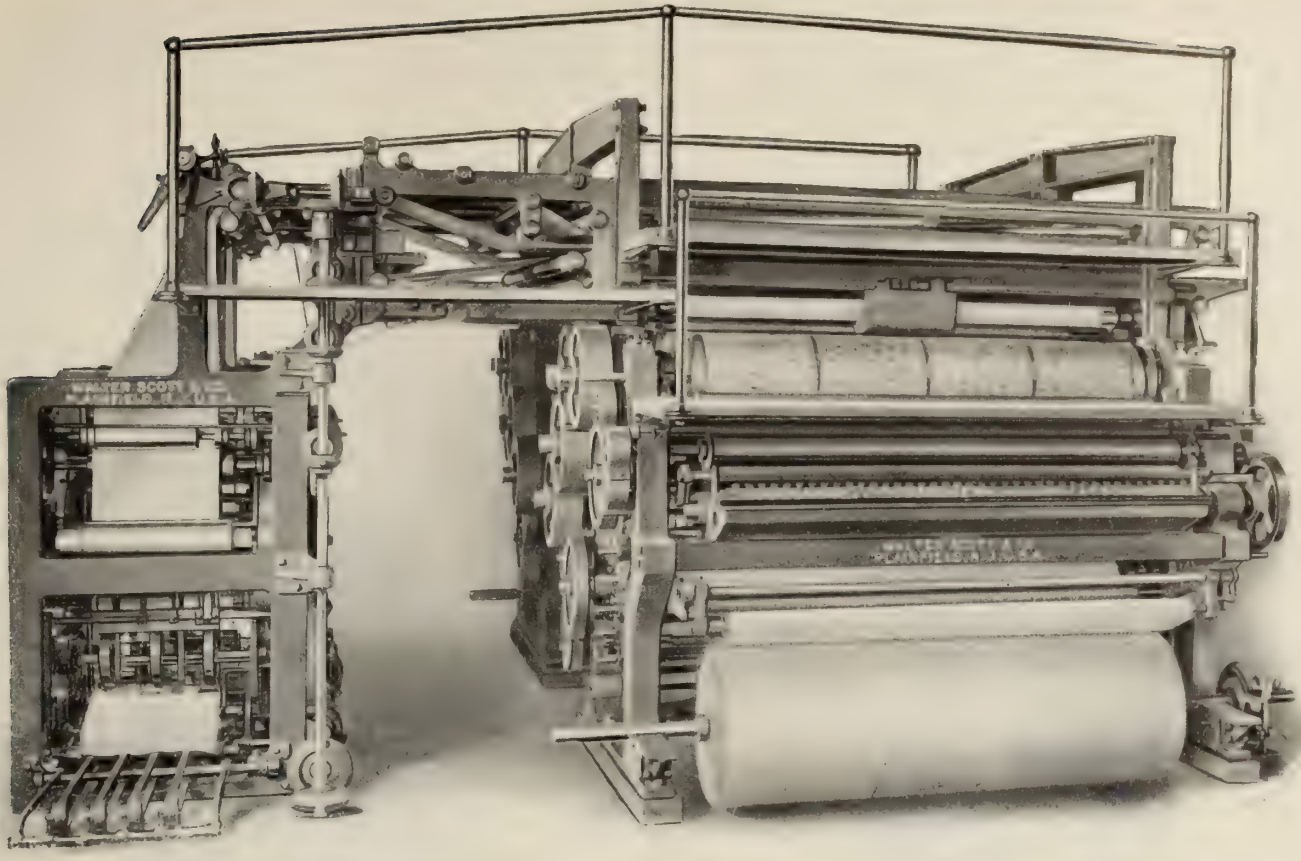
Power Paper Cutters, Lever Cutters, Knife Grinders, Perforators, Punching Machines, Stitching Machines

Also

Staying Machines, Ending Machines, Covering Machines
Etc., Etc.

You will eliminate trouble on your Stitching Machines by using Perfection Double Tinned Stitching Wire.

SEND FOR PRICES.



THE SCOTT "MULTI-UNIT" QUADRUPLE PRESS

prints a four, six or eight-page paper at 72,000 per hour; ten, twelve, fourteen or sixteen pages at 36,000 per hour. It will also print a twenty, twenty-four, twenty-eight, and thirty-two-page paper at a running speed of eighteen thousand per hour, delivering all products folded to half, or quarter page size, as desired.

One of the Many Advantages

of this machine is that additional units can be added at any time without stopping press for a day or missing an edition. The Scott Multi-Unit system can be started with a single unit and one folder, and can be expanded to any desired extent. No matter what your requirements are now, or ever will be, the Scott Multi-Unit will fit them, without trading presses.

TELL US YOUR REQUIREMENTS. WE HAVE THE PRESS

WALTER SCOTT & COMPANY

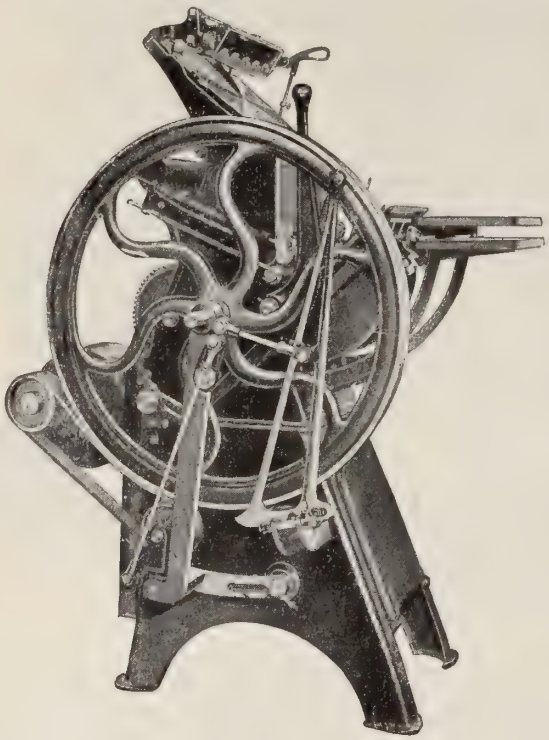
Main Office and Factory: Plainfield, New Jersey, U.S.A.

NEW YORK OFFICE: 1457 Broadway **CHICAGO OFFICE: Monadnock Block**

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS



Six Strong Points of the Pearl Press

1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. **Easy Operation**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. **Durability**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. **Strength**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. **Noiseless**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. **Cost**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

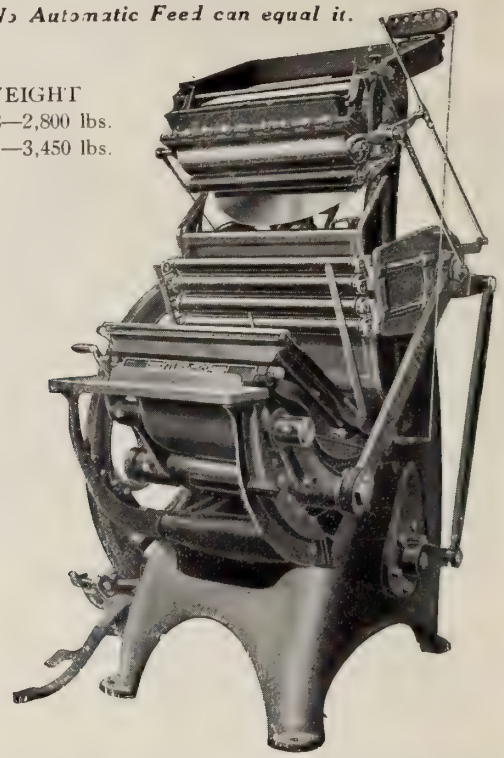
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutter and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

Good Rollers

produce good results
in your pressroom.
Good Rollers and

Good Service

make a satisfied
customer—our best
advertisement.

An out-of-town customer writes:

"I wish to thank you for the promptness in making and shipping the rollers sent you on the 20th inst. I sent them to you on the 20th at 11.30 a.m., and received them on the 22nd at 10.00 a.m. This is SURELY SOME SPEED, and the best way I can show my appreciation of your service is to respond with cheque on receipt of your account which has just come to hand. I know the rollers should stand for a while and season, but sometimes we have to disregard these laid-down rules and I had to use them yesterday."

Always Obtainable from

Canada Printing Ink Co. Limited

Printing and Lithographic Inks

TORONTO

UTILITY-ACCORD

Is Well Named

IT accords with utility. It perfectly harmonizes with many uses. For house organs, booklet and catalog covers, it has few rivals.

UTILITY - ACCORD is made in seven rich shades that lend themselves readily to desirable color combinations.

UTILITY - ACCORD is now offered in 20x26-65 lbs.; 20x26-130 lbs., and book paper 25x38-60 lbs.

We will mail you sample sheets if desired.

Niagara Paper Mills

Lockport, N.Y.

KIMBLE MOTORS

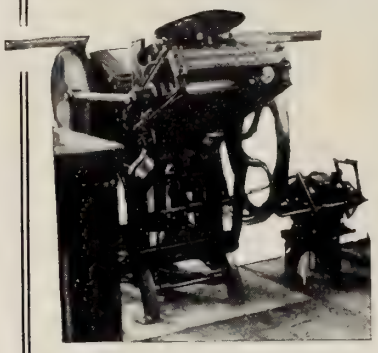
Exactly Fit the Requirements

of the Small Newspaper and Job Plant

An interesting article in the March *Inland Printer* told about the efficiently harmonious mechanical equipment of the newly rebuilt newspaper and job-plant of the Red Lake Falls (Minnesota) weekly *Gazette*. We need not explain that, being on an alternating current circuit, the motor equipment of this model plant is, of course

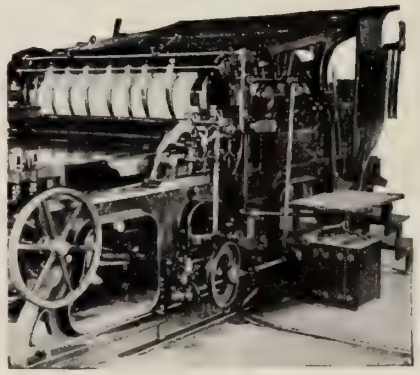
KIMBLE

A Kimble drum-controlled cylinder press motor runs the newspaper press in the basement, and a friction-drive Kimble variable-speed motor operates a job-press on the main floor.



"After ten months of the hardest use," write Christie & Cutton, the proprietors of this live newspaper, "the Kimble motor on our job-press has had a most thorough and severe trial and it has never failed to deliver the goods and it does all and more than is claimed for it. It has made possible the speeding up of feeding, and we get more work done in the same length of time, since we can fix the speed to suit the job. The foot control is a feature that we especially like, as well as the friction drive. We couldn't ask any more of a motor than yours is giving us."

They also speak very highly of the cylinder press equipment, commenting favorably upon the advantages of the individual drive for each machine.



Whether in city, town or village, if on an alternating current circuit, send for our bulletin.

Kimble Motors are for alternating circuits only.

Kimble Electric Co.

GREAT WEST ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man., for all points West of Port Arthur and Fort William.

MASCO COMPANY, LTD., 87 Queen Street East, Toronto, Canada, for all points East of Port Arthur and Fort William.

Net Output is What Counts

In these times of high costs and heavy operating expenses, economy and efficiency are the prime requisites of success.

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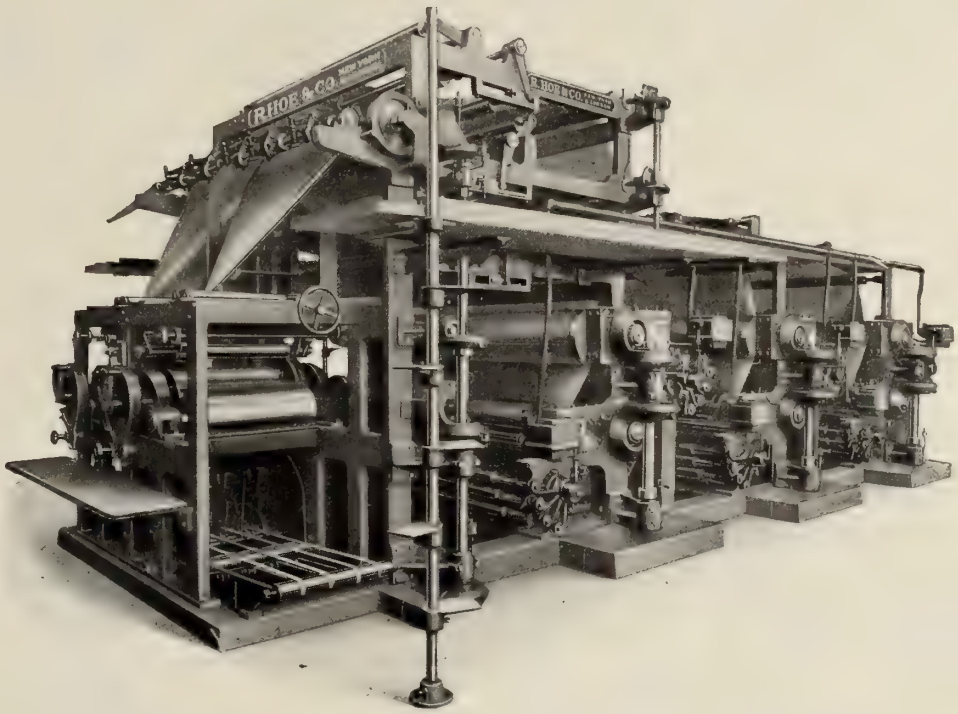

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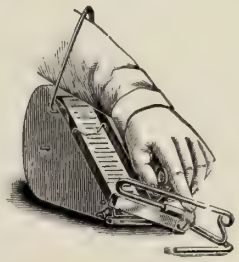

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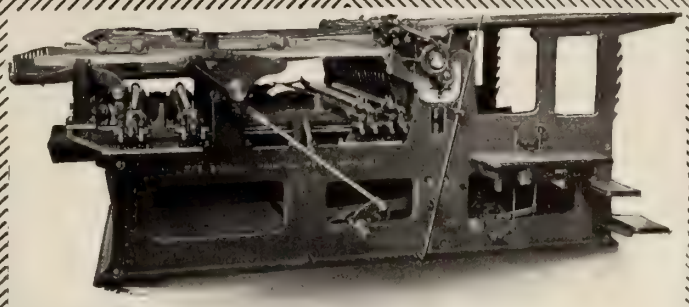
TORONTO ∴ ONTARIO

UNIVERSAL EQUIPMENT

B



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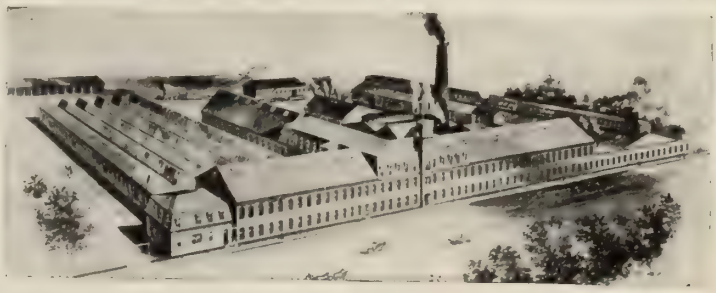

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ALL the advertisers are known to us. We know the soundness of their reputations. We know the excellent quality of their products. We know that they will give satisfaction to you.

We want you to realize that our advertisers deserve your confidence. You can absolutely trust the merits of the goods advertised in these pages. The reliability of every advertiser is guaranteed.

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Printer & Publisher

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

The Circulation Problem and Its Solution

Experience of Some Canadian Publishers

THE keen advertiser is out to buy circulation to-day in a more definite and decided way than ever before. He is not content to take the say-so of the publishing office. He wants to have a guarantee from such a body as the A. B. C., and he is anxious to know just what class of people the paper goes to.

It all means that the successful publisher must pay more attention than ever before to his circulation problems. He must get circulation, but along with it he must make certain that he has secured quality and buying power.

For this reason PRINTER AND PUBLISHER has secured the opinion of a number of representative publishers in regard to the methods they prefer in handling circulation work. There are papers contemplating special efforts to secure more circulation, and the experience of others is interesting.

It is worthy of note in connection with these special efforts that special efforts should not be expected to do too much. In conversation with a very successful promoter of circulation contests recently, PRINTER AND PUBLISHER was asked to bring at least one point home to the publishers whenever the occasion offered, and that was that the special effort could only make the initial sale—after that it is up to the publisher to keep the paper in the homes on its strength.

Here are the opinions of some of the publishers in regard to special circulation efforts:

H. B. Donly, Simcoe *Reformer*:—I have never offered a prize, nor conducted a contest to get circulation, so cannot say whether subscribers gotten through such means are an asset or the reverse.

On one occasion I hired a professional canvasser to visit methodically the homes adjacent to town. He got some new names, they cost exactly $2.00 each.

The best receipt for retaining circulation is to run a paper people want to read, even if they disagree with practically everything it stands for.

Granted that the problem of a good paper has been solved, the next thing is to induce folks to "give it a trial." I have found sample copies, accompanied by properly prepared letters, to bring best results at least cost. Every-so-often I work up, with the help of friends, through the country, a list of a thousand people who are not subscribers and go after them.

Years ago I remember getting a thousand coin cards made, each had holes for two twenty-five cent pieces. I mailed them to 1,000 non-subscribers and offered to send the *Reformer* for the remainder of the year (eight months) for fifty cents. I got within a dozen of three hundred acceptances.

When we put on our first Dollar Day, four years ago, we secured over two hundred and fifty bona fide new names by offering as a bargain, for $1.00, two names for balance of the year (nine months).

It has been our fortune to find that whenever we made an advance we have held our ground. Had it not been that we have periodically weeded out the slow-pays, I am confident our list to-day would contain from four to five thousand names.

The London *Advertiser*:—Replying to your inquiry of March 3rd regarding experience with special efforts to secure circulation, it does not seem to me that a rule can be laid down as to whether a paper should hold contests or make other special efforts or rely upon the regular week by week work of solicitors. It depends entirely upon prevailing conditions.

The London *Advertiser* has held two contests in recent years, one conducted by the office and one conducted by an outsider. Both were successful from the standpoint of new business and collections and the circulation thus gained has held as well as that obtained in any other way. There were special reasons, however, for holding the contests; the chief point lay in the fact that the *Morning Advertiser*, new in the field, was advertised and marketed more rapidly than could have been done in any other way.

The question to my mind is one which each circulation manager must settle for himself according to circumstances.—W. J. Bruce, circulation department.

F. H. Leslie, Niagara Falls *Review*:—I am not in a position to hand out words of wisdom on the matter of getting circulation. Our policy has been to let the paper grow on its merits. We do not use canvassers nor premiums, and have never put on a contest. I have been afraid of this last method, as I have been told by people who have done it, also by people who have been victimized, that it left a bad taste in the mouth. I do not look on circulation gotten by a contest as genuine, for a considerable part of it, particularly if it goes beyond its own legitimate field, is useless, as the paper is not read.

Henry J. Foster, manager Galt *Reporter*:—For some time our circulation department has not done any promotion work in the way of a contest or cut-rate campaign.

Several years ago we did conduct a contest with considerable success but had the usual experience of a good percentage of the new subscribers discontinuing when their original subscription had expired.

We do not particularly favor a contest as a means of enlarging circulation, but think that periodic canvassing to be sure that the field is thoroughly covered is the best means of securing legitimate increase in circulation. Where the field is not developed by consistent canvassing a contest would have the effect of getting people interested in the newspaper, but once a newspaper has gained a normal circulation in the territory we believe a canvassing method to be better. Of course, no paper should hope to maintain or increase its circulation without constant endeavor to improve the standard of the newspaper and the service to its advertisers and subscribers.

Howard Fleming, Owen Sound *Sun-Times*:—Our experience in building up a circulation has convinced us that the best way to secure new subscribers is by personal canvass. The circulation of the *Sun-Times* has been very largely gained by this method. Increasing a subscription list is distinctly a "selling" proposition and we sell our publication on its merits—without the use of premiums or other inducements. There is no better way of selling a subscription than by the old-fashioned method of circulation, and it is our experience that a very large percentage of the circulation secured by this method is permanent.

Although the *Sun-Times* covers Owen Sound and district very thoroughly, we have the town thoroughly canvassed every year, and the rural district gone over by a solicitor every few years. There are always newcomers and others who for some reason or other are not on the list. Our canvass is directed on them, and we invariably land a good proportion.

Our experience with newspaper contests is limited to one—a trip contest. We found it an expensive way of securing circulation, and so many of the subscribers thus gained are outside the district that nearly 40 per cent. of the increase was only temporary. Our chief objection to a circulation contest is that the contestants are allowed to make collections from old subscribers, and a great deal of confusion as to dates of expiration of subscription, etc., arises in later years. This feature has caused us no end of trouble.

To make a permanent increase in circulation it is absolutely necessary that the paper itself should be "worth while."

The publisher should seek to make his paper thoroughly representative of the district—it should be alive and readable, well printed and produced with a view to appealing to the people of his district. This accomplished it will not be difficult to "sell."

In this connection it should be noted that the last few years has brought about a marked improvement in the weeklies of Ontario. The introduction of the linotype into the "country" offices has made it possible for the publishers to produce larger and better newspapers. There are many high-class weekly newspapers among the Ontario towns who are serving their district well and many of them have large circulations. Others could greatly increase their circulation by an occasional systematic solicitation. Often a good local man may be secured for this work.

The direct canvass for subscriptions is the only method permanently used by the large city dailies for circulation building. The circulation problems of the city and town publishers are very much alike and the methods which have been so successfully used by the big fellows in the cities may be safely adopted by the country publishers.

W. E. Smallfield, Renfrew *Mercury*.—I have to confess that the special efforts of the *Mercury* to secure subscriptions, beyond seeking to get out a good paper each week, have not been many; and then only confined to a straight canvass for the paper alone, without premiums or prizes. One of these efforts was years ago, when the Mercury was smaller in size than its contemporaries and charged $1.25 a year when they were all $1.00. The canvasser came back with the story that if the *Mercury* were only $1.00 he could get a lot more subscribers. I was the younger partner, then, and inclined to experiment. So I said to the canvasser: "The first half-dozen who say to you that they would take it if it were just the dollar, you close with them at the dollar. I'll make up the difference to the firm. He didn't get them. It had been only a "put off." I was more reconciled to the $1.25 thereafter. The second venture was a few years since. A former correspondent, coming back into the district with leisure that he desired to occupy with light work was arranged with to write for the neighborhood in which he was staying, and canvass for subscriptions. This scheme cost me all the revenue from subscriptions, but it was in a good district, among people to whom the paper appealed for more than its purely local news, and most of them have stayed with the *Mercury*, although the canvasser-writer "went west" some time ago. While getting out a good paper is the best way to hold a subscription list, and the *Mercury's* is the largest sworn list in the Ottawa Valley—I am free to confess that I believe a more aggressive attitude towards getting new subscriptions on a straight canvass by a good salesman would have been proper, and have resulted in an even larger list.

C. W. Young, Cornwall *Freeholder*.—In answer to your enquiry in regard to aids to the circulation of country newspapers. I may say frankly that I am not in favor of them. My experience, which, however, is somewhat limited, is that they do not pay in the long run, and that the bulk of the profit goes to the outsider, whose only interest in the transaction is his commission. In this locality a number of popularity contests have been run by city dailies, with the result that hundreds of names were duplicated, some parties getting from a dozen to a score or more of copies, the money being given in round sums for friendship for the girl in the case or from rivalry between localities.

My own idea is that a good paper is its own best advertisement, and that one subscriber gained because he likes the paper is worth several put on during a period of excitement.

I have never been able to keep a man steadily out to look up subscribers, advertising and job work in town and country, but several publishers do so and have told me it is good business. The difficulty is to get the right man; they are scarce.

J. A. MacLarin, Barrie *Examiner*.—Jason Rogers, in his excellent book on "Newspaper Building," says: "If a newspaper is but a thing to be sold as an adjunct to a book, a set of dishes or something else, it should never be printed. If your product is not good enough to make people want it for its intrinsic merit and value, artificial stimulation will be waste of money." With this opinion I fully agree. Quality in the newspaper itself is the best circulation builder. Make the paper so that it will appeal as far as possible to all the people of its constituency and give non-subscribers an opportunity to judge of the quality of the paper by the judicious use of sample copies. The result will be an increase in circulation which, while not as rapid as by a voting contest, will be steady and permanent growth. Quality circulation gained in this way is much more valuable to the newspaper and the advertiser than circulation secured by such artificial means as contests.

Chas. M. Mundy, The Ontario *Reformer*, Oshawa:—We have not had much experience with circulation campaigns such as competitions which offer prizes, trips, etc., because we do not consider it good business. However, about 6 years ago we were induced to put on a campaign in connection with a weekly farm paper in Toronto, giving away several valuable prizes. This campaign created considerable interest and keen competition among the contestants, with the result that we secured a large increase in our list of subscriptions but there was great dissatisfaction displayed at the close of the contest. The subscriptions thus obtained were not the right kind; that is, we were only able to retain, as renewals, about 20 per cent. Many subscriptions were received from contestants, in sympathy from their friends, to be sent to people residing in various parts of Canada and the United States, people who were not at all interested in our paper. Then again, many of our old subscribers were induced to pay their subscriptions up for some years in advance. This has been, and is yet, a source of great annoyance to us as some of these subscribers, when now billed or asked to pay their subscriptions, say in reply, "Oh, we are paid in advance for several years yet." They apparently think their subscriptions will never expire. We have regretted many times having ever put on the competition and certainly will not put on another.

We find the best method of securing subscriptions is to send out a reliable canvasser, make sure he is a reliable man, one with experience in such work, and hire him on

a salary, and not a commission basis. Lay out his territory for each day's work and keep in touch with him all the time. A good man, on this basis of working, can generally cover our town and immediate surrounding territory in a month or 6 weeks. We have had this experience and are thoroughly satisfied with the results. The subscriptions thus obtained are from people who really want the paper and about 80 per cent. of the subscription thus secured remain as subscribers. We believe in making a thorough canvass, such as this, once a year. Aside from this we make a practice of soliciting subscriptions from the people who call at the office to purchase single copies of our paper and get very good results from this plan.

C. H. Hale, Orillia *Packet*:—We have never run anything in the shape of a contest. Some years ago we did try premiums, but with rather indifferent results. We find the employment of a canvasser the most effective method, if the right man can be secured. Aside from this, we try to keep adding to our list steadily by bringing the paper to the attention of newcomers as an opportunity offers.

David Williams, Collingwood *Bulletin*:—It is some time since we had any kind of a campaign for circulation. Some years ago we used premiums to some extent and secured quite a number of new subscribers. Our latest effort in this direction was to engage a canvasser at so much a day. By this we secured a goodly number, and many of them are with us yet. We have never given away pianos or automobiles. As a matter of fact, only a few months ago we turned down a proposition of this kind, though it was pressed upon us by several interviews. We may have been wrong, but we could not see wherein lay any advantage for us. We believe that the best way to get circulation and to hold it, is to publish a first-class newspaper, one that appeals by giving the news and voicing matters that affect the public and people of the community in which the paper is published.

A. R. Fawcett, Burks Falls *Arrow*:—For more than two years the *Arrow* has rigidly adhered to the cash in advance plan, not only with respect to newspaper subscriptions but transient advertising and general job printing as well. We inaugurated this system on January 1st, 1917, although, so far as subscriptions outside this district were concerned, it had been in vogue for about seven years previous to that date. This change in business methods has been a decided success and we would not go back to the old haphazard, go-as-you-please system under any circumstances.

Twice, during the past three years, we had decided to increase the subscription rate of the *Arrow* to $1.50. A closer study of the situation, however, and the fact that practically all the $1.50 newspapers were still doing business on the old pay-as-you-please plan—easily one-third of the revenue of the latter being swallowed up in bookkeeping, postage, losses, etc.—convinced us that it was wiser to stick firmly to the dollar rate, and this we have done.

The sharp advance in the price of ready-print last autumn made us think seriously of increasing our rates to $1.50, and, indeed, we did announce our intention of doing so. However, we finally decided otherwise, also that, in the event of another increase in the price of ready-print, we would reduce the size of the *Arrow* and print it all at home, as we did some four years ago. As a matter of fact, nearly all country newspapers are much larger than sound business principles justify. Ready-print users who increased their subscription rates should also note that the ready-print concern have been the chief beneficiaries as a result.

The statement of a prominent official of the C.P.A., that "There is no postal law that I know of that compels a subscriber to pay for a paper which has been sent on to him after the time for which he has paid has expired" should cause the publishers of all country weeklies to sit up and take notice. Just as the writer stated at the meeting of the C.P.A., held in Toronto, June, 1917, publishers sending on papers to subscribers, after their subscriptions have expired, do so at their own risk, because they cannot legally collect such accounts, although they may succeed in bluffing them to pay up.

Tom King in Toronto *World*.—The fact is that the Printing Bureau for years has been an Augean stable of graft, incompetency and corruption. The stories current in Ottawa for a number of years about this institution almost stagger belief. The payroll has been padded at least to the extent of having upon it a large number of people who did little work or no work at all. It was the asylum of refuge for small-fry politicians who wanted a sinecure. When there was nothing else a cabinet minister or an influential politician could do for some follower or dependent, he had him placed in the Printing Bureau. Our French-speaking friends from Quebec seemed to have a great partiality for this institution. What ground they lost during the regime of Hon. Charles Murphy, as Secretary of State, they regained under the more kindly auspices of Hon. Louis Coderre. For years it was notorious that a large number of typesetting machines were never taken out of the cases in which they had been shipped to the Bureau, because it was not considered desirable to displace a number of men who were setting type by hand. Eight or nine years ago there was a scandal about the purchase of supplies, which led to a suicide, a few dismissals and a general promise of reform. Enormous quantities of supplies had been purchased far in advance of the needs of the Bureau, many of them at high prices, and some of inferior quality. This was partly due to corruption on the part of an official at the bureau, but was also partly due to the pressure brought upon him by cabinet ministers to favor this or that firm. This unfortunate official, alluding to some worthless stores of carbon paper he had purchased, said he had no choice in the matter, because a member of the Government had fairly taken him by the throat and compelled him to give the order.

Quebec *Telegraph*:—Why is it that Government work cannot be carried out on the same principles of efficiency which obtain in private business? The *Telegraph* has just received a splendid resume of Wholesale Prices in Canada, published by the Department of Labor at Ottawa. But the investigation deals only with 1917. Of what practical use is an economic review of price conditions in 1917 in the present year of our Lord 1919? The report is obsolete. The value is reduced to the vanishing point, except as an historical source, by the simple fact that it is out-of-date. Similarily, we received this morning—March 10th—a copy of the "Canadian Official Bulletin," the Government's own newspaper, which is dated February 25th. If any private publishing firm conducted business in this manner, it would speedily be in the hands of the receiver. What is wrong at Ottawa?

Not An Old Man's Job

From "*Ourselves*," published by the Mortimer Co., Ottawa:—How is it that in any industrial establishment certain operations or classes of work are looked upon as "an old man's job," and as such are shirked or at least are regarded with disfavor, when a man is asked to undertake them? For instance, that very important work of correcting galleys. In our opinion, the best compositor in the shop can make a bad job of this particular phase of the composing room routine, if it is undertaken with a distaste and a prejudice against it, while he could make himself invaluable in such a position, if he did his work so well that the foreman readily recognized his ability to make good in that department, as it is recognized in other classes of work he puts his hand to. Take it as an undisputed fact that no operation in the factory is unimportant; each and all are absolutely necessary, or they would not be called for, and the workman who makes up his mind to shine, even in the most humble of jobs, gains the confidence of his chiefs and the undoubted admiration of the management.

The moral of the above is that a man who makes himself indispensable in any capacity is not laid off when work is slack. A word to the wise is sufficient.

The Toronto Globe Seventy-Five Years of Age

Has Filled A Large Part in Canada's Life

WHEN the Toronto *Globe* printed its first paper in 1844 the press room capacity was 60 eight-page page papers per hour. Seventy-five years later the press room capacity is 150,000 papers per hour, and the cost sheets for producing the paper will show a daily total of over $2,400.

STEWART LYON
Editor, Toronto "Globe"

The Toronto *Globe* reached its 75th anniversary on March 5th. When the relatively brief political history of the Dominion is considered, three-quarters of a century is a surprisingly long period for continuous publication to have attained.

The development of Canada is so linked with that of the *Globe* that a resume of the Dominion's political history is necessary to sketch the story of the *Globe*. Into practically every political situation in Canada the *Globe* has entered as an important and integral part.

In order to get a proper conception of the times in which the *Globe* was founded, one must go back at least 100 years. Canada and the United States were recovering from the effects of the war of 1812-14. While the United States had established its own form of responsible Government, Canada was still a Crown Colony of Great Britain with very little semblance of local Government. By the year 1837 the two Canadas, now Ontario and Quebec, had acquired legislative assemblies but the actual Government lay with executive council, over which the people had no control. The executive appointed by the Crown was the centre of a protest by the people who clamored for truly responsible Government. Failure of these protests led to armed rebellion, and although the uprising of 1837, which occurred simultaneously in Ontario and Quebec, was futile in itself, its result was immediate action on the part of the Home Government.

Acting upon the report of Lord Durham upon the grievances of Canada, the British Government established a legislative union of Ontario and Quebec in 1841, which gave a measure of Home Rule. The Reformers came into power, but for several years the elected representatives of the people had to fight over again the battle for responsible Government with governors sent out from England.

It was in a period of political turmoil such as this that the *Globe* saw the light of day. George Brown had come from Scotland to New York in 1838. Business brought the young man to Canada. The political situation in this young country caught his fancy. He was drawn into public affairs, and in less than a year he decided to found a newspaper.

When the first weekly issue of the *Globe* was made on March 5th, 1844, the population of Toronto was less than 20,000 and settlement even throughout the southern part of Ontario was sparse. There were few roads. The pioneers had all they could do to hew out homes for themselves. Mails were dispatched over trails, and by boat. With the energy of a twentieth-century circulation manager, Brown managed to extend the influence of his new paper to what were then the most remote parts.

In Toronto itself business was carried on under primitive conditions. The telegraph and telephone had not arrived. There were no typewriters. Business men walked to and from their work, and they counted their money in shillings and pence. There were no railways, and long journeys in winter could be made only over ice and snow. As for the newspaper itself, its first number was produced on a small hand-press with a capacity of sixty papers per hour.

Yet so popular did the *Globe* become through its vigorous championship of the rights of the people that before many years it was decided to change it from a weekly to a semi-weekly; then to a tri-weekly, and in 1853 it was first issued as a daily newspaper. The *Globe* had to meet the opposition of the entrenched classes of privilege, and financial embarrassment threatened Brown more than once, but he proceeded in his crusade. Elected to the old Parliament of Canada, he became one of the leaders of the Reform Party, and it was largely through his efforts in the sixties that Confederation was consummated, and the Dominion of Canada emerged as a self-governing nation with a Parliament representative of the people, and a Cabinet responsible to the people. That is now more than fifty years ago, and in that last half-century the *Globe* has continued as the most important newspaper influence in Canada.

In the old days the *Globe*, like all other newspapers of that time, was bitterly partisan. Problems were so grave and conditions so grievous that no public man or public newspaper could have faith or belief in anyone holding an opposite opinion. The present breadth of view in dealing with an adversary did not prevail. To the everlasting credit of the *Globe* it may be said that no matter how bitterly it had assailed its enemies in the early days of its existence, it was the first great daily in Canada to introduce the full and fair news report of the doings and meetings of the opposite party. Political leaders, differing from the *Globe*, have at various times commended its fairness and enterprise in this regard. And yet at no time has the *Globe* sacrificed that sturdy championship of its cause, or of its friends, which was its outstanding feature in George Brown's time.

It has not relied solely upon its editorial functions to give it this prestige, but has kept pace with every advance in its newspaper business. From time to time, its enterprise placed it ahead of its competitors born in more modern days. In the Spanish-American War it was represented by its own staff reporters; to the South African War it sent two staff men. On every great news occasion it has given efficient proof of enterprise. At the same time, its domestic and American news services have been at all times so complete and reliable and so impartial, that it has occupied a unique position as an authority. Up to the time of the present war the *Globe* was in the fore-front in all modern newspaper enterprise, and from the day that war was declared the *Globe* consolidated its news prestige by arranging for the most extensive exclusive cable services in Canada. The result was that, while its circulation in 1914 was far in advance of any other morning newspaper in Canada, it was able during the war to increase that circulation substantially though subscription prices were raised. By the end of the war, its subscribers numbered near the 90,000 mark, thus further outstripping its rivals in circulation.

On March 5th, 1919, the *Globe* issued an Anniversary Edition, relating to its history and the people it has served so long. A feature that makes this Edition unique among special editions is that the entire Anniversary Edition is devoid of advertising. Not a line was solicited.

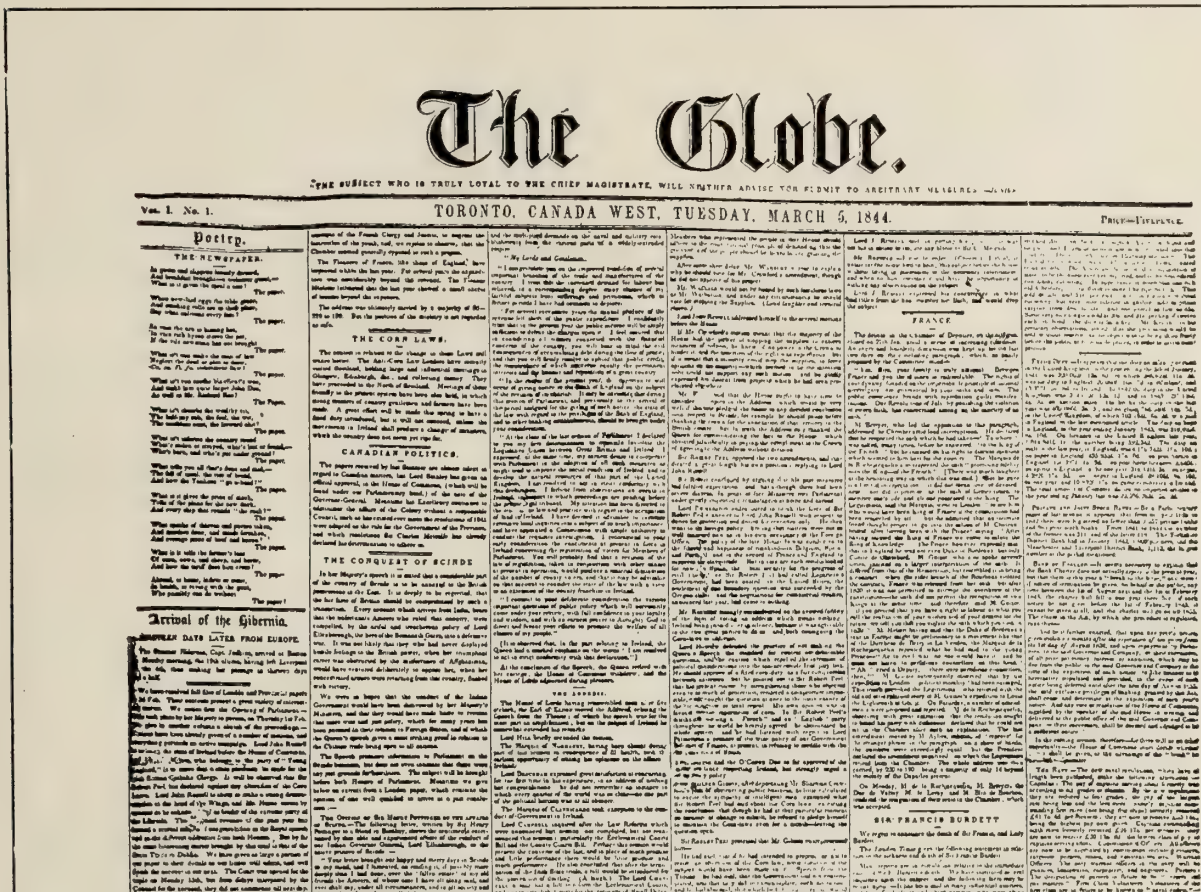
With such a past, and with such a prestige among present-day readers, the *Globe* is naturally looking forward to the future with an abundance of confidence. This is the reconstruction era in Canada and the entire nation is looking forward to an immense expansion of trade and development of its resources. In this important epoch in Canada's history the *Globe* stands prepared to take its part so that the last quarter of the *Globe's* first century should witness an even greater advance than that attained during the last 75 years.

The Growth of the Business

In a statement by W. G. Jaffray, president of the *Globe*, appearing in the 75th Anniversary Number, the following interesting references and comparative statements appear:

The problems of a newspaper publisher of seventy-five years ago, as faced by Mr. Brown when he founded the *Globe*, were very real. Very real problems still remain, but of a different and more varied character.

The capital required to install a newspaper plant in the old days was very small. The capacity of the hand press used by the Globe Printing Company in 1844 was only 60



The Globe.

THE SUBJECT WHO IS TRULY LOYAL TO THE CHIEF MAGISTRATE, WILL NEITHER ADVISE NOR SUBMIT TO ARBITRARY MEASURES.—Junius

Vol. 1. No. 1. TORONTO, CANADA WEST, TUESDAY, MARCH 5, 1844. Price—Twelpence.

Poetry.

THE NEWSPAPER.

In green and disposes beauty dressed,
And breathless nature on the tiptoe gazed,
Who as it given the signal a sun!
The paper.

Where ever had reign the wide green,
And dashing wills are in dark plain,
Day when and ever every hour!
The paper.

In vain the sun or burning hot,
If the sun's rays cannot the sun,
If the sun's rays have not brought
The paper.

When sun was sunk the time of late
Where the dead or gone to rest,
Or in the far unknown that?
The paper.

What art's can another Mr. Office's rise,
And have we our larger John Bull,
As well as Mr. Bankers Bill?
The paper.

What art's describe the world's tale,
The world's tale, the land, the sea,
The mighty man, the lowest clod?
The paper.

What art's address the country round
Who's taken or stayed, what's lost or found—
Who's born, and who's put under ground?
The paper.

Who asks you all what's done and said—
Who's married, who's dead—
And how the Yankees "go a-head?"
The paper.

What art's give the press of each,
Tells of the place for the new book,
And every day that reveals "the such?"
The paper.

What sender of distress and poverty relief,
And mention hence, and made breathe,
Of foreign parts of land and home?
The paper.

Who is it tells the farmer's hour
Of rain, wave, and shower, and horse,
And the tariff down how crops?
The paper.

Abroad, or home, indoor or more,
In hands, or being with the gun,
Who possibly can be without
The paper!

Arrival of the Hibernia.

ANOTHER DATE LATER FROM EUROPE.

The Steamer Hibernian, Capt. Judkins, arrived at Boston Monday morning, the 19th ultimo, having left Liverpool the 5th, thus making her passage in thirteen days and a half.

We have received full files of London and Provincial papers of the 5th. They contain present a great variety of interest.

We cannot find the Opening of Parliament—which took place by her Majesty in person, on Thursday the 7th—but we find another evidence of the proceedings—which have been already given of a number of measures introductory pertinent to entire measures. Lord John Russell introduced the state of Ireland before the House of Commons, and Mr. Milnes, who belongs to the party of "Young England," is to move that a select committee be made for the Irish Catholic Clergy. It will be observed that the Earlier Peel has declared against any abandoning of the Corn Laws. Lord John Russell is about to make a strong determination in the land of Eye Wright, and Mr. Hume seems by agreement to subside. We subjoin a few extracts from the Times. The "original" revenue of the past year has caused a second million. The prosperities of the Royal speech and also the Address subsidence from both Houses. But by the other hand some money brought by this time is free of the Stamp Tax in Dublin. We have given as large a portion of the paper to show details as our limits will admit, and will speak the answer at our ease. The Court was opened for the Legislature Monday 14th, but from delays occasioned by the Council for the accused, they did not commence till next day. Lord Ashley has been present at Mr. Hunter shortly opened the proceedings for the prosecution, supposing the Royal report of the offences charged, viz., conspiracy, by employing unlawful means to terrify Peel's dominion of the Union, and the usurpation of the power of the Crown in establishing Courts for the administration of Law, &c. The Attorney General then read the form of the oath, for opening against the Court for two days. On Thursday, 15th, the examination of the witnesses commenced, this day and the following were occupied, with the examination of witnesses, Hughes, Lambert, and Ross, short-hand writers. Saturday was chiefly spent in the examination of Mr. John Barbour, reporter for the Morning Herald. The 20th, 21st, and 22nd were occupied with the evidence of several constables, and also, very present to Repeal meetings. The 23rd and 24th were taken up with cross-examining witnesses on Repeal papers; and the 25th, being the ninth day of the trial, which Mr. Smith's speech in behalf of Mr. John O'Connell, which was concluded by "one of the most spirited efforts of that distinguished Counsel. On Monday, 25th, Mr. Bliss, Q. C., spoke in defence of the Rev. Mr. Tyrrell, and Wednesday were occupied by Mr. Fitzpatrick. This gentleman was Counsel proper for Dr. Gray, but a part of his speech was directed in behalf of Mr. O'Connor and the other prisoners. On Thursday, 1st Feb. Mr. Whiteside, Q. C., pleaded for Mr. Duffy, of the Nation Journal. He occupied the whole day, and was so much fatigued on the following morning, that an adjournment had to be made to Friday.

eight-page papers per hour, and it would have taken that old-time press 104 days, working every day the full 24 hours, to turn out one hour's product of the presses now used by the *Globe*, the capacity of which is 150,000 papers per hour. This is only one example of the remarkable progress of the printing art, which makes it evident that a daily newspaper has not been kept abreast of the times without a great increase in the capital employed.

It costs over $2,400 per day to produce the *Globe*. This amount has to be found, and something more for interest on capital. It is obvious, therefore, that a newspaper must earn money, and a goodly amount thereof, to meet its daily expenses. If to make ends meet, and something more, is necessary to every successful enterprise, it is particularly necessary in the newspaper business, because the daily paper is entrusted with the guarding of the public interest as well as the influencing of public opinion. Such great responsibility can be successfully undertaken only by that newspaper which rests upon a firm foundation. If handicapped by deficits and debts, sooner or later it is in danger of falling into the hands of or becoming the prey of those who will use it more or less against the public welfare, Therefore, in the interest of the people as well as the owners, a surety of moderate success should attend the business side of a newspaper. The *Globe*, thanks to a generous public and a most loyal staff, has been during a generation a steady though moderate earner of profits.

The Work of the Multi-color Press

"Wonders will never cease." This old saying is brought to mind when one sees the Multicolor Press in action.

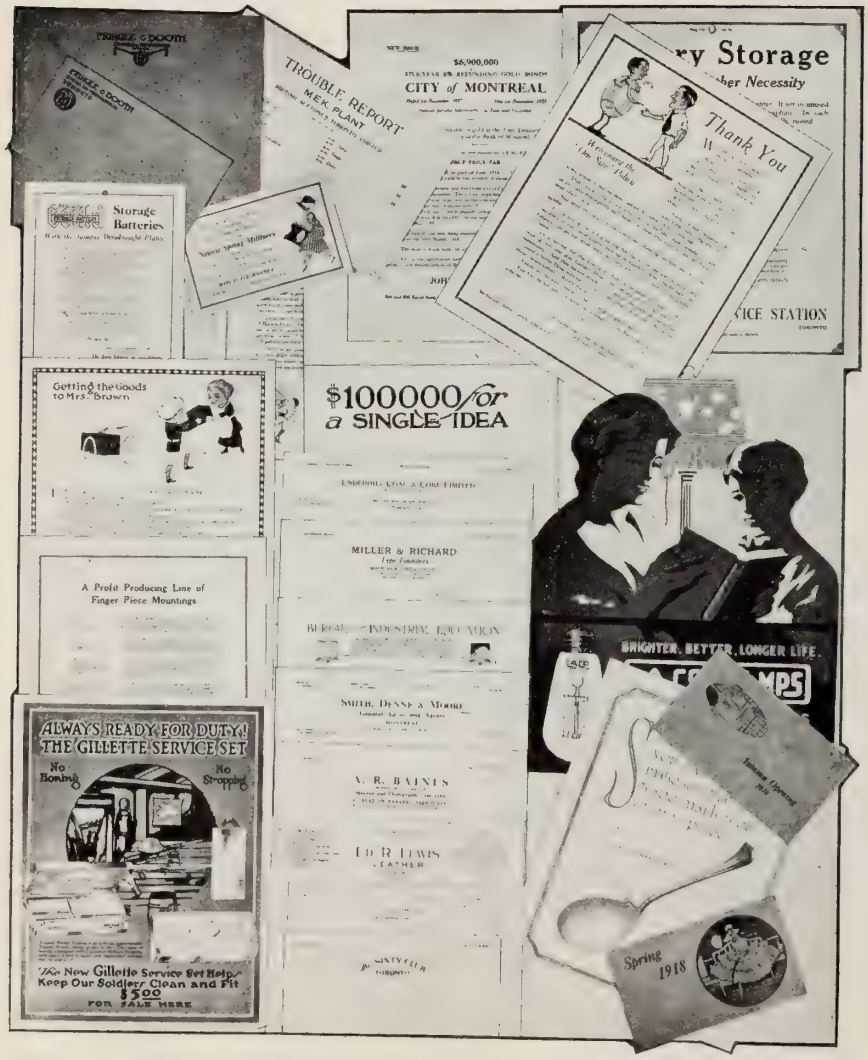
The Multicolor Press is one of the most recent inventions in small job presses to be introduced into Canada for the purpose of cutting the cost of production. It prints two colors with cost-cutting rapidity at one operation, and unskilled help, with a few hours' practice, can turn out first class work.

The Multicolor Press is not a specialist and yet it is. It does a big variety of work. It will print booklets, pamphlets, letterheads, envelopes, file cards, post cards, price lists, bulletins, house organs, duplicate letters, business cards, office and factory forms, blotters and labels, and imprint booklets and other forms of advertising matter or stationery. It will produce any job printing within its capacity, i.e., type page eight by twelve inches, sheet size nine and one-half by fourteen inches.

Perfect control of color is secured through a simple system of fountains, revolving ink plates and form rollers. The fountains are automatic, the ink flow being regulated by a single set screw. The form rollers are mounted on eccentric shafts, permitting greater or less pressure on the form as desired. They are adjustable forward or back to cover any part of the form. From one to eight rollers may be used at one time, according to the depth of color desired. In the case of a heavy cut at one end and light type at the other, the heavy color can be applied exactly where needed and a lesser distribution provided for the lighter type. All these adjustments are easily and quickly made.

The Multicolor Sales Co., 359 Yonge Street, Toronto, have the Canadian rights for the sale of this press.

W. N. Stringer, Sardis, B.C., in writing to renew his subscription to the Chatham *Weekly Planet* states that he has subscribed for the paper for the past fifty-four years.



Samples of Work from Croft & Wright, Printers, Toronto

This galaxy of reproductions has all the appearance of work that is usually turned out by houses that conduct printing and engraving departments combined. Croft and Wright, 81 Peter street, Toronto, are just printers, however; printers of a superior class, as the samples at the side bear out. The samples hardly do the work justice, as most of them appeared in two or more colors in the original productions.

What this progressive firm is doing in illustrated work is within the scope of others printers in the towns and cities of Canada. All that is required is the co-operation of the engraving houses, which are always to be found in the large centres. They will furnish suggestions for illustrations and make cuts for any line of business desired. These are the days of illustrated printing. There is an unlimited field for the printer who can approach a "prospect" with an illustrated idea.

Dollar Day Still Popular Form of Selling

Publishers Asking for Particulars of the Affair

A NUMBER of publishers have asked PRINTER AND PUBLISHER for particulars concerning Dollar Day. It may be imagined that this form of merchandising is thoroughly known in this country, but there are a number of cases where it has not been tried out.

As far as we are aware the Brantford *Expositor* was the first paper in this country to try out the scheme, although no claim is made that the idea originated in that office. The real idea and benefit of the scheme is to give merchants a chance to clean house, and get rid of a lot of odds and ends that are difficult to dispose of in any other way. The one thing most necessary is that the merchants shall go into the scheme determined to live up to their advertising and give real bargains. It is not to be supposed that any merchant is going to class up a lot of profit out of the Dollar Day, as it is a day of selling, because the offerings are worth while from the standpoint of the customer. If the merchants are not prepared to go into the undertaking with the idea of allowing the buyer to have a real field day, and to put a clearing-out price on articles that are not selling quickly in the ordinary way, then they had better stay out of the field. If the first Dollar Day is put across in real successful style, the next one can repeat the trick. As long as the confidence of the public can be retained, the sale can be successfully handled.

Meet the Merchants First

Without any prejudice to the way in which the affair is handled in Ontario points, it would seem that a Dollar Day can be handled by one paper better than by co-operative movement. The whole affair, as far as possible, should be controlled and managed from the business end of the newspaper office. Do not allow the affair to get out of your hands. If you do you might as well prepare to look for some other form of special advertising effort. Once a group of merchants, or a merchants' association, gain control of the situation, the publisher finds himself in a poor, second-hand position, where he is apt to have all sorts of impracticable plans put up to him. It is necessary to have one central source of control for window decorations, time of opening and closing, and many other details, and it is well to keep this control out of the hands of the merchants.

The publisher should call the merchants together and outline the proposition to them. We are, of course, presuming that Dollar Day has not been used before. Outline the scheme of getting articles or groups of articles that will come to the common selling unit of one dollar. There is a very wide field open to this, and it is a nice way for the merchant to sell. The tickets and window cards should be printed in the one office, and there should be a uniformity and color scheme through all this. It should be obligatory that windows be dressed at a certain time, and not opened for display until a certain stated hour, which might be nine o'clock in the morning of the day preceding the Dollar Day sale. All this is necessary in order that there should be no undue advantage for any dealer. It also gives a certain poise and snap to the sale to have all these things done right on schedule time. The buying public realize that there is something real and out of the ordinary in the scheme, and much is gained in this way.

The Advertising Proposition

Of course, the work of signing up the advertising space and getting copy suggestions out belongs to the newspaper. Fortunately, it is possible to secure a great deal of assistance now from agencies who handle cuts and strips and borders suitable for Dollar Day advertising. Here again the paper selling the space must set itself out to do a good day's work from the mechanical point of view. The display work must be good. It must carry out the dollar idea. In fact it must have in view the idea all the time of "putting the Dollar Day across."

In this connection it is well for the paper, in its news columns, to do the necessary educational work. The meaning of Dollar Day should be made very clear, the fact that the home merchants have to stand behind all the goods that are sold should be emphasized. This helps to do away with any idea that there is a fake in the business.

It is a serious mistake to have the advertising announcements out too far in advance. In fact, nothing should be said of the event until a day or so in advance. If it is noised about a week or so ahead, it will be found that the buying public will show a tendency to hold back in anticipation of the event, and the business of the days preceding the sale is apt to be poor. Merchants should be warned not to look for much business the day following a successful Dollar Day. As a general thing, this is quite satisfactory, as the store is not in shape to handle it, and the staff is generally glad of the chance to get squared away for usual business days following the rush.

The Treasure Box

This is a feature that serves a good purpose, but on some occasions it has brought the hand of the law into the game. In Woodstock, for instance, action was taken because the paper there conducted a treasure box. The idea of the treasure box is that the merchants who put up the money for the advertising shall receive the benefit the increased shoppers are sure to bring. Coupons are given with the purchases made in the treasure box stores, these being numbered. The coupons are all thrown into a box, and from the numbers drawn, prizes are awarded. The prizes are put up by the stores participating in the sale, and the thing can be run under the name of the "Merchants' Treasure Box," or the "Times' Treasure Box," or any paper's name that happens to be conducting the business. It should be mentioned that these coupons are made duplicate, the stub being retained at the store and the other part given to the purchaser.

Added Attractions

A newspaper can very often add to the attractiveness of the day by bringing out a man or woman of mystery and offering a reward of ten dollars in gold for his detection. There must be a salute, and the person seeking the man of mystery must be armed with the latest copy of the paper. Although it is doubtful if this really adds to the selling power of the day, it all helps to get the people downtown early, and to keep them down until the man is captured.

Very often it will be found that merchants will cooperate with the paper in offering prizes for the capture of the man of mystery. They can do this by offering a special prize, if the person effecting the capture has a bill showing a certain number of dollars spent in their store on that day. Some merchants offer a special prize if the much-wanted individual is captured in their store.

It is well to have your man carefully selected for this work. If he is well instructed beforehand on the work, he can generally turn in the makings of a local story that is good enough to compensate the paper for the money put up for his day's outing. Great care should be taken to keep him from being captured too early in the day. The longer he is able to stay around, the keener the interest.

Mac's Handful of Slugs Settled the Thing

How it Put New Life into a Weekly Publisher

Written From Actual Experience

THINGS had not been going well for some time. It may have been that the fault rested with myself. Other chaps in towns no larger than mine were making it stick and going ahead. But somehow it was not coming out that way with me. I used to sit in the office in the afternoon and think that around 3.30 the day's jig would be up, the clocks counted on the linos and the rest of the time would be ours, unless the push called for overtime, which was good stuff for padding out the week's envelope. And somehow I couldn't get away from thinking that I had made a serious mistake in quitting the old life in the composing room. Wages had been good, hours were short, I had no financial risks to assume. I knew each Friday night that the ghost would walk and I didn't have to get out and collect a cent of it.

It may be that thinking along these lines had made me acquire the habit of moping over my circumstances. The town didn't seem half as big as I thought it was when I took over the business seven months before. Somehow the merchants did not seem nearly as eager to meet me as when I had negotiated for the purchase of the paper. Job printing was not coming in and there was no mad rush on the part of the subscribers to tell their neighbors what a good paper I was turning out. The bank balance was neither good nor bad. Now and then I would get a ring from the bank that I would need a little more money to cover a certain payment that I had authorized.

I was in this mood one day when I got a letter from the old office where I had worked so many years as an operator and floor man. A change was being made and the letter was to tell me that a good position on the mechanical end was open for me. Right then the paper I was owning and running looked smaller than ever. It shrivelled up until it looked like a one dollar bill with three to lunch. The old office, the old life, the sure pay day, it all came romping and chasing in until I could almost see the whole thing settled, and picture myself as sitting around with the boys again telling them about the experiences I had at publishing a weekly paper. The letter went on to suggest that I should take a run into the city at the paper's expense and look the thing over before finally deciding.

You can make sure that it did not take me very long to write and inform the paper to send along transportation. It came and I polished off the weekly edition in less time than usual. I must admit that it took me a little less time each week to turn that paper out.

Well to get past that stage of it I went into the old office. There was the customary greeting, and there was time to talk. The paper had gone down for the afternoon. A few of the operators were tossing to see which would get the good, bad and indifferent copy. The ad copy was pretty well cut for the following day and knocking off time was not far off. I stood talking with the foreman for some time. I had known Mac for a number of years. He was outlining the position that was to be open shortly. Mac was one of those foremen who never thought he was doing enough. Just then the door at the far end of the room opened and the proprietor came into the composing room. Mac stiffened up like a poker, grabbed a handful of slugs, and began dropping the leads out of the matter. The idea was to look worried and busy.

That settled my hash right there and then. That little shuffle of Mac's was the deciding factor. Right there my little weekly looked powerful good to me. I began to see what I could make out of it if I worked half as diligently as I had on the old daily job. Instead of being interested in the new opening in the old composing room I became remarkably indifferent and it didn't take me long to inform Mac that the bush league looked good to me.

Well, I got back home that night. The house looked a little larger than before. It occurred to me for the first time that I had a very large yard and a big garden. Things around the house looked better than before, and I decided to take a walk down to the office in the evening and think the whole matter over.

I did. I had a regular bang up, honest-to-goodness stock-taking, and I put myself right up on the scales and looked hard for defects and found them. I hadn't put nearly as much work on the paper as when I took the place over. In fact I had seriously considered several times going into the ready-print for the inside pages. If the correspondence from the district came in, all right; if it did not come I did not worry. I never thought lately of writing to a correspondent and telling him that he had turned in a good story; I never sent out suggestions for them to follow up; they were running wild and publishers in fields close to mine were coming along and gathering them up. My editorial page was a lame duck. It used to be the apple of my eye, but for some months it had been largely scissored. I had come to the point where my editorial page admitted quack ads, jokes, and cuttings from other papers. I gave little attention to local matters. On very few occasions lately had I put real effort on an article, I had to admit that I was doing the very thing I had denounced many others for long before I went into business for myself.

So much for the editorial side of my business. I'll be frank and honest. I didn't spare myself at all. I was in the mood for a thorough housecleaning and survey and nothing was held back. Now for the business end. For the amount of effort I had put into the work of digging up business things were not in bad shape. How many times had I gone out in the last month with a real advertising suggestion to a prospect? Not once. In fact I had not very often suggested the matter to any of them. I used to be careful to send proofs out to those who wanted them, but of late these had just been allowed to slide.

And circulation? If it came I took it. If it did not come I did not go after it. The first few months after I bought the business I had put on a contest and the man who conducted it had been perfectly honest with me. He had stated, "We can make the first sale. We can put your paper in the homes for six months or a year, but it is up to you to keep them there after that." Well I wasn't holding this new business. It was slipping. The paper was not what it had been at the time I took it over.

I took a look around me at the office. It was sloppy. There was a pile of paper by the safe. There was writing on the wall around the telephone. There were sale bills stuck up on the walls that announced sales that took place two weeks ago.

I got up, determined to come to life the following day. On the way out it occurred to me that the town council was meeting that night. I walked deliberately back and got my note book. For some weeks I had made a practice of dropping in to see the town clerk on the day following council meeting and copying his minutes for my report. I saw that it was all wrong and I went right then and reported that meeting as it should be done. When the meeting was over I pocketed my notes, chatted with the town fathers about several public matters that had not come out in the meeting, made notes of these, pocketed my material and walked home, feeling better and clearer in mind than I had for a long time.

The following day I was at the office on time. I called in the boy and we cleaned house. The thing was contagious. The composing room looked cleaner by noon. There was plenty of copy piled on the hook that week, and it was real copy. I got out letters to a lot of the correspondents, suggesting certain lines that I would like them to follow

during the following weeks. It was not long before I got results. The correspondents responded as they always will. They felt that they were part of the organization. I dusted out to see a couple of advertisers who had not changed their copy for five weeks. They looked surprised when I mentioned it to them. In fact the second man became so interested in what I had to say that he was willing that I should go ahead and prepare a special ad for him next week, using double the usual space.

I actually looked forward to the paper coming off the press that Wednesday night. I was proud of the thing. It looked like a real country paper, and there was good stuff there for them to read.

Well, that was the real turning of the road. I started to live right there and then. Only one thing could happen. Business grew. The town seemed bigger and I got bigger with it. I went after job work that had been going out of town, I set up marks that my business ought to reach and I came up to them and surprised myself now and then by going over them.

That was a number of years ago now. I have just traded in my old car for a new model, a little bigger and a little better, and it might be interesting to note that I handed out a cheque for the difference, and didn't have to date it a month ahead. I suppose the boys on the old daily grind are still pounding away against the three o'clock edition. I suppose the ghost still walks on Friday night. I hope he does, for he walks around here good and proper and I see to it that he does.

Some day I'm going to send for Mac to come up here for his holidays, if he ever takes any. He never was such a good friend to me as on that day he made the jump and grabbed the handful of slugs when the boss came into the composing room. It wasn't much, but yet it was a heap. There wasn't a person in the world who could have delivered a lecture to me that would have had such effect as that little involuntary movement of Mac's. I made up my mind right there and then that never again would I allow myself to get into a position where I would have my nervous system so much on edge that I would be a jack rabbit for any person. No sir, I wouldn't trade my business and home here for the choice of any job the daily composing room has to offer me.

The Selected Town Weeklies Have Organized

Will Co-Operate for National Advertising

SEVERAL meetings have resulted in the formation of an association called the "Selected Town Weeklies." The objects are set forth in a statement which was forwarded at the request of this office:—

"Selected Town Weeklies of Ontario" includes a group of those Ontario town newspapers which by reason of the energy, vision and ability displayed in their production are recognized by the most exacting and competent critics—their fellow publishers—to be the leaders in each town community of the province as well as in the country immediately surrounding. No inferior paper nor any "ready-print" is permitted membership in this association. Nor can one join with less than 1,500 circulation. They are the papers "worth while" to advertisers because they reach in a peculiarly intimate way the intelligent progressive people in each neighborhood—the people who are not afraid to try new things but who are naturally inclined and able to add new comforts to their way of living.

The objects of the association are to increase the standards of efficiency in weekly publications and to more forcibly present the value of this circulation to national advertisers.

By organizing apart from the "ready-prints" and going after business in a businesslike way the association hopes to get a fair share of national advertising.

Many advertisers in the past, while fully appreciating the value of the circulation of mediums now known as "Selected Town Weeklies," have neglected placing them on the list because of the work involved in connection with making contracts with, and checking a large list of papers of comparatively small circulation. This objection is now overcome because "Selected Town Weeklies" have opened an office in Oshawa, where Mr. C. M. Mundy, the secretary-treasurer of the association, is located, and will place business and check accounts for the whole list. All the advertiser has to do is to send his schedule and master plates to "Selected Town Weeklies" at Oshawa and all details will be taken care of. A representative has been engaged to carry on a mailing campaign and get in touch with national advertisers and advertising agencies.

There now are thirty-six Ontario publications who are members of "Selected Town Weeklies" and they include the most prominent of the weeklies and semi-weeklies.

The officers of the association are: President, H. Fleming, Owen Sound; vice-president, H. B. Donly, Simcoe; secretary-treasurer, C. M. Mundy, Oshawa; directors, H. J. Pettypiece, Forest; W. E. Smallfield, Renfrew; J. W. Eedy, St. Mary's; C. W. Young, Cornwall; D. Williams, Collingwood.

Producing Paint Sample Cards by Printing

We are becoming so accustomed to the accomplishment of the seemingly impossible things in these times that the news of a new and important invention or development is received with very little display of surprise or interest, When the writer had the privilege of receiving the delegation of distinguished master printers from Japan, and escorting them through the plant of The Henry O. Shepard Company, in which *The Inland Printer* is printed, he showed them several special presses, and explained that they would print twenty-four or thirty-two colors at one impression. One of the party answered through the interpreter, "I don't believe it." We could not blame him for his answer, as it was the same as the writer wanted to give when the press was first explained to him. In fact, the doubt lingered somewhat until an actual demonstration was given.

The production of paint sample-cards by printing has heretofore been considered practically impossible, not alone from the standpoint of providing a press which would print a sufficient number of colors at one impression, but also on account of the difficulty of securing inks that would give the required effects. Many have tried to accomplish this work, only to abandon their efforts. The first-mentioned difficulty was finally overcome, after many years of experimental work, by C. A. Richards, Chicago, whose inventive genius has produced a press by which twenty-four or thirty-two different and distinct colors can be printed at one impression, the inks being placed on the paper direct from the tint-blocks. Mr. Richards advises us that it is possible to increase the number of colors printed at the one impression—in fact, there is scarcely any limit. The colors can be changed as required, as can also their position on the sheet.

Mr. Faulkner has worked with the inventor for nearly two years, progressing step by step, with the result that at the present time these inks have reached a point of perfection in their working qualities that is very gratifying.

THE OTHER PUBLISHERS' BUSINESS

Special Advertising, Circulation and Editorial Plans

The regulations against double page spreads have been removed.

The St. Catharines *Standard* has opened a news office in Welland, with Mr. Wetherhead, a returned soldier, in charge.

The *Tribune*, Ingersoll, carried a good sized allotment of special advertising on the strength of Dollar Day on February 22.

A. J. Denne, of Smith, Denne & Moore, has gone to England on business. He intends to call on a number of British accounts.

The Government at Ottawa is issuing considerable advertising regarding income tax. It is not coming through any of the agencies, but from Ottawa direct.

Dollar Day is coming up again like a tulip bed in spring. It is undoubtedly the hardiest thing in the way of special selling that has been developed. London papers carried a nice lot of business on the strength of the Dollar Day in that city.

The Humboldt (Sask.) *Journal* announces an estimating contest. Every dollar spent on subscriptions to the paper entitles the holder of the subscription slip to a guess on the number of kernels of wheat in a jar. The prizes are a motor car and $500 in cash.

A rather unusual way in which to treat the report of a merchant tailors' convention was resorted to by the Halifax *Morning Chronicle*. The centre portion of the page carried the news story, while grouped around in four outside columns are ads. from tailors, dealers in tailoring supplies, etc.

E. W. Beatty, president of the Canadian Pacific Railway, has sent a cheque to Major Anderson, manager of *The Veteran*, the official organ of the G.W.V.A., to cover subscriptions for a year's issue of this journal to every employee of the C.P.R. who enlisted with the Canadian forces for the war.

Mr. Lemieux proposes to bring up in the Ottawa House a motion that newspapers, magazines, trade journals, etc., publishing articles designed to influence public opinion shall be compelled from time to time to publish sworn statements setting forth the names of the owners, managers, editors, stock holders, bond holders, and any other persons having an interest in the publication.

The total paid advertising carried by the Winnipeg *Free Press* for the month of February, 1919, was 912,535 agate lines, a quarter of a million lines greater than the same month, 1918:

Total Paid Display Advertising ...651,345 Agate Lines.
Total Paid Classified Advertising 261,190 Agate Lines.

Total..... 912,535 Agate Lines.

The gain in paid display over February, 1918, was 163,326 agate lines, and the gain in paid classified 86,891 agate lines. This makes a total increase of 250,317 agate lines.

The Ottawa *Le Droit* has installed a Hoe double supplement stereotyping press to meet with the increasing progress of its circulation and advertising. The old Duplex flat bed with capacity of printing only eight pages had become too small and the publishers had to get a new machine to keep up with success. The new machines can print up to 16 pages at a speed of 20,000 papers an hour and 16, 20 and 24 pages at 11,000 per hour. The press is built so as to meet future growth by addition of sections. The proprietors have also added two machines to their linotype battery, and are now able to handle most advertising on the linotype with but very little use of foundry type.

Complaint comes from some of the Western publishers that an advertising scheme, carried out and directed from Regina, is cutting into their territory, and representation has been made to the postal authorities at Ottawa claiming that the practice contravenes the postal regulations. An advertising supplement is distributed by a number of the weekly papers, going out as an insert. For this service the weekly publisher gets $5 per week. He is not complaining, but the publishers of ready prints and the larger dailies in the district say their field is being hurt. It is likely that the whole matter will come up for discussion at the annual meeting of the Press Association, if it is not settled before then.

"Paint-Up and Clean-Up" Advertising

Each spring certain Canadian dailies develop a goodly volume of special advertising related to the annual paint-up and clean-up propaganda initiated several years ago. This year more papers should be active in the development of this class of advertising—not only for their own advantage, but for the advantage of their communities. In this connection it is believed that the paint manufacturers themselves are minded to give a good push to the paint-up and clean-up idea. In canvassing them and retailers of paint, here are some arguments to use:

Many householders have been delaying painting, decorating, etc., during the war because they felt it was their duty to avoid every item of unnecessary expense.

The families of boys overseas will be painting and decorating their homes so as to have everything spic and span when the boys come home.

By painting and decorating, repairing fences and other parts of the property, householders can provide work that will help materially in tiding over the interval between demobilization and normal conditions.

Paint not only beautifies or renovates what it is applied to, but is a factor of conservation; therefore, painting should be done as an economy measure.

In the case of houses and other structures for sale, the value-giving effects of paint will accelerate selling, and the cost of the renovation can probably be recovered several times over in the sale price.

Farmers should use much paint for their implements, as a protection against the weather; also, farm houses, gates, sheds and outbuildings will look better and probably last longer if kept well painted.

Indoor-painting is desirable to give homes new charm and attractiveness—the painting of ceilings, walls and woodwork, floors and furniture. The enamelling of wood and iron is akin to painting as a form of decoration.

Painting and decorating requires to be vigorously and persistently suggested by commercial interests to the public if the public is to be stirred to the point of decision and action. To offset the tendency to procrastinate, the measure of advertising should be applied and maintained.

When paint-sellers teach the eyes of the public to see the need of paint, public opinion is aroused to demand that structures unsightly because of being unpainted shall be made attractive by fresh paint. Families whose dwellings are dull and drab, because of paint-neglect, inside or out, may be stimulated to paint-up and clean-up, so gaining greater self-respect, and so contributing materially to the good name and appearance of the local community.

THE CLEAN-UP SOLICITATION

On the clean-up side of the campaign there are to be used such arguments as: The hygienic and sanitary gains that follow the cleansing of cellars, attics, sheds, backyards, closets, and all other places where useless and decaying matter has been allowed to accumulate.

The reduction of fire-risk by the removal of material, and the improvement of conditions whose continuation favors an outburst of fire.

The moral and spiritual effects on individuals resulting from a thorough clean-up of homes, rooms, gardens, stables, sheds, alleys, and so on.

HOW TO DEVELOP PAINT-UP AND CLEAN-UP ADVERTISING

The merchandise, trade-marked or not, available for the use of those proposing to paint-up and clean-up, has large variety. If the advertising manager will study specialized publications of the domestic type, and papers published for the hardware, paint and other trades directly interested in the "Paint-up, Clean-up" movement, and if he will poke around in the retail stores of his own community asking leading questions, he will receive inspirations a-many, which can and should be converted into good dollars for his newspaper. Then let him proceed to prepare copy for retailers, and make this copy stress the thought that homes ought to be made bright and beautiful for the sake of the son or sons returning. The public appealed to by this note will surely answer back by doing the thing it is bidden to do.

In writing national advertisers and the agencies, the same arguments can be used, and the more who put pressure on national advertisers to use the present and near-at-hand season for their own advantage, the larger and earlier will be the response. Solicit an advertiser not merely once, but repeatedly. It is those who are persistent who get their desires.

Agency News

The last of the Government Repatriation ads. are now being placed by the Baker Advertising Agency, Toronto.

The Baker Agency is preparing new copy for Lay Porta Power to be inserted in Canadian farm papers this spring.

Advertising Service, Limited, Toronto, are carrying on a new campaign in the Ontario dailies for the Dominion Sugar Company.

A healthy boom in advertising is apparently dawning. Most of the Toronto advertising agencies are swamped with business.

Motor Life, Limited, advertising is being prepared by the Norris-Patterson Agency. Space will be taken chiefly in motor car papers.

A campaign for A. C. Daniels & Co.'s horse remedy is being prepared by the Norris-Patterson Agency. A select number of papers will be used.

Copy for spring advertising is now being placed by Advertising Service, Limited, in the dailies throughout Canada for the Channell Chemical Co.

A series of advertisements are being prepared by the Baker Agency for the Phelps Power and Light Plant. The campaign will be devoted to farm papers.

Norris-Patterson Agency is preparing copy for Hyslop Bros., advertising Cadillac motor accessories. Space will be taken in a general list of publications.

James G. Lorriman has severed his connection with Advertising Service, Limited, to accept an important managerial position with the Metal Shingles Siding Co., Limited, Preston, Ont.

The advertising account of the Super Spark motor accessories is being handled by the Norris-Patterson Agency. Space is being taken in various publications throughout the country.

A new and important account has been secured by the Baker Agency. This is the advertising for Canada of the Canadian Chewing Gum Co. (American Chicle Co.). Attractive copy is being prepared for newspapers and magazines.

Dye Soap Flakes, a new idea in soap from Chicago, is about to be advertised in Canada. The Baker Agency are handling the account and series of thirty-two advertisements are being prepared for insertion in various papers throughout the country.

Norris-Patterson Advertising Agency, Toronto, have enlarged their copy and art department to keep pace with the growing business of the firm. G. L. Lemon, who was with Advertising Service, Limited, previous to enlisting with the Canadian Engineers, has taken a position on the staff.

The Toronto branch of Desbarats Advertising Agency Co., Limited, has outgrown its old quarters in the Stair Building and has moved to the Hargraft Building, corner of Scott and Colborne Streets. The new quarters include a suite of three offices, on the second floor in north-west corner of the building. There is a large main office and a private office leading from it where the manager, Mr. E. O. Manchee, holds forth. The third office is kept for files and record. The new quarters are first-class and conveniently located.

Among the advertising campaigns launched through the Canadian Advertising Agency, Limited, Unity Building, Montreal, since January 1st, are that of the Universal Import Company, seedless raisins; Brodie & Harvie's flour; Unique Graphophone; Charbonneau & Casgrain, medicinal specialties; Peg Top Cigars; new issue of Montreal Tramways and Power bonds; Pigeon & Lymburner, patent attorneys; Granules Case; Anatusol, and the Cheese-Maker's co-operative campaign. This is surely indicative of the fact that, now that the war is over, Canadian advertisers will use more space than ever before. Most of the lines mentioned above are new to advertising.

Truth In Advertising

Because the truth-in-advertising movement of the Associated Advertising Clubs of the World is subscribed to and backed by advertisers and advertising mediums alike, it is often possible for a local advertising club vigilance committee to obtain results even in cases where it might be hard to prove a violation of a truth-in-advertising law.

A case in point is that of a Detroit advertiser whose statements as to values, which might have been difficult to prove untrue in court, were nevertheless exceedingly doubtful, and certainly were not of a character to inspire public confidence in advertising.

H. C. Dart, secretary of the local vigilance committee, took the matter up with the newspaper in which the announcement of the merchant had appeared, suggesting that the paper should be as careful in protecting its readers as it would be in protecting itself against the possible poor credit of an advertiser—that the fact an advertiser has the money with which to pay for space is a comparatively small consideration.

The manager of the newspaper agreed to examine future advertisements submitted by the store, for Mr. Dart had not been convinced by the promises of the advertiser himself.

Two days later, the store sent another large advertisement to this newspaper. According to previous instruction, this "copy" was submitted to the general manager of the paper. He declined to publish it, suggesting numerous changes. These changes were later made and the advertisement was published.

Since then, this advertiser had learned that it takes more than money to buy advertising space in that community—that he must show that his advertisements are fair to the reader.

This incident, declares a bulletin from the National Vigilance Committee of the Associated Advertising Clubs of the World, is but one of many which might be cited to show the great influence which is wielded by a strong local vigilance bureau. Active work of this character is now going on in one hundred cities, says the *Association Bulletin*.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

Vol. 28 PRINTED AT TORONTO, MARCH, 1919 No. 3

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The Apprenticeship Question

THE superintendent of one of the largest printing offices in Toronto remarked a few days ago: "I want compositors, linotype operators and make-up men. We are handicapped because we can't get them. While this is the case we have applications every day in the week for every laborer's job that turns up around the place."

There is something to think about in that. It means that there are not enough skilled men in the printing business. Wages are good, working conditions are satisfactory and approved of by the men's union.

Why are there no apprentices coming along? This same question can be asked in connection with almost any trade that might be mentioned. There is something radically wrong with the young men of to-day. Is it possible that they are willing to slide along and at last be willing to slip into that great class called unskilled labor, whose only means of making a living is selling himself into a market that has a tremendous amount of competition nearly all the time by reason of its overcrowded condition?

Nearly all lines of work have reported a marked tendency for a number of years toward the weeding out of the apprenticeship system. The young men and lads want to get money right away. They do not want to put in their four years at small pay. They do not see the need of training, and apparently they have passed out from the influence of anyone older than themselves who would see this thing for them.

The printing trade, like many another trade, will have to make a move in self-defence if from no higher motive. It must be made certain that sufficient apprentices are entering the lists to have a supply of skillful men later on. The life of a skilled mechanic is interesting, it is full of possibilities, and in the meantime it has reached a stage where a man who is master of his trade can command decent wages and good conditions.

The Ottawa Printing Bureau

THE report on affairs at the Printing Bureau at Ottawa comes as no surprise. It must be admitted that, for official documents, there is a commendable directness in the way in which the report is worded. The men who conducted the investigation knew their own business —printing and publishing—hence they were in a very good position to appreciate the merits and defects that they found in the Ottawa Bureau.

Men who have been connected with the publishing business for any length of time know that the Ottawa Bureau has never been looked upon as a place conducted along sane business lines. Workers who have been faithful in political campaigns in days gone by have been foisted upon the payroll of the institution. There has been, as is clearly stated in the report, no incentive for the worth-while mechanic to shove ahead on his merits. He was in the Bureau. The chances were about 100 to 1 against him losing his place through incompetence.

There have been cases where some of the officials tried to exercise the authority that was SUPPOSED to be connected with the position. The result was that immediately there came a show-down between printing office authority and political pull, and in nearly every case the latter won out.

Not long since a committee recommended that the entire business of publishing reports be severely pruned. And so they cut off a long list, curtailed others, and made a considerable saving in the actual output. Common sense would say that it would take less men to do less work, but there was no move made to follow up this work, and the condition resulting was that the smaller amount of work called for the same sized staff with the same overhead charges. It was just the same as curtailing output without a corresponding decrease in the operating costs.

The question might well be asked: "Why have a Bureau at all?"

As the business stands at present, the country would be better off without the institution.

If the country wants to run a political prize factory print shop, and is willing to pay for it—all right. The outfit is there now, and the system of operating it is also provided. If, on the other hand, results are wanted,

it is an easy and simple matter to get them. If the Government Bureau cannot get down to something approaching competitive figures, close it up. There is only one way to run the Bureau—make the King's Printer the real authority that the name indicates. Let him give his superintendents and foremen to understand that they have authority and that they must produce results. Then call off the string of political meddlers who are always reaching over the head of a foreman or superintendent. Give the Bureau a fair chance under such conditions. Charge against it the same expenses as a private concern would pay for rent, light, power, heat, depreciation, etc. Make it earn its way on the basis of expenditure and receipts. If, under these conditions, it does not make a showing, then, why continue it?

The Italians' Good Move

THE *People's Journal*, Welland, an Italian paper, is to be enlarged and the scope of the business extended. The new plans call for the printing of a page of material in the English language, so that, as the management says: "Canadians may be given an opportunity of acquainting themselves with the viewpoint of Italians in this country."

It looks as though the Italians were taking the step that should have been taken by the English-speaking element of the community long ago. As a matter of fact we have not been mindful as a people of the responsibilities placed upon us by the coming of thousands of these people to our country.

Foreigners are tolerated because they will often do a class of work that we do not fancy doing for ourselves. We are not particular whether they get ahead or not as long as they can be drawn on to do work that no person else will touch.

To be sure we make laws for them to go by. They don't understand them, but that is not our fault. They are not interested in our views, but that is no particular concern of ours. We make the laws and that is about all we have to do with it. No, there is one other thing that is done. We have officials to go and visit those people every now and then, and chase them into police courts, where they are invited to part with some of their money or spend a few days in jail.

But apart from that, have we made a real serious effort to get at these people? Have we made an honest try to Canadianize them? Do we do anything to make them understand that it is to their advantage to become citizens of this country in the real sense of the word?

If the Canadian people want to be quite honest in the matter they will have to acknowledge that their attitude to the Italian or any other foreigner has, for the most part, been that of a party approaching him with a ten-foot pole. It may be that the Italians with their English page will blaze the trail to a better understanding.

Appreciation Comes to the Surface

CITIZENS of St. Marys presented Mr. Eedy, publisher of the *Journal* of that town, with a handsome clock, on the signing of the armistice. This was in appreciation of the bulletin service that this paper has kept up all through the war.

The citizens did not pretend to repay Mr. Eedy for the work and expense that have been his in keeping up this service all through the years of the war. In their action they simply thanked him in a very tangible way for the service.

There are people and people, and one would judge from this incident that the residents of St. Marys would make good neighbors. There are bulletin boards in Canada that have been faithfully attended to day after day, seven days a week, all through the war. There are telegraph tolls and fees that have been paid for this material, and there are office and editorial men who have attended faithfully to the putting out of the very last minute news for the entire four years of the war. The chances are that in very few cases has there been anything in the form of a recognition such as has taken place in St. Marys.

It has not been an uncommon thing to hear bulletin board readers at noon complaining because they had seen some of the material out in the morning, and at six o'clock to have a grouch because some of the noon bulletins were still in existence. Not only so, but the telephones in the newspaper offices have been a great source of constant information to a number of the shut-ins during the war. They were at liberty any hour of the day or night to phone in and find out what was happening.

In a few isolated cases we find that there has been some mild form of recognition of the services rendered gratuitously and willingly by the papers, for which there was no chance whatever to recover any portion of the costs. But in the great majority of cases there has not been even so much as an official thank-you.

It is well-worth recording that there are some places, such as St. Marys, where a brand of public-spirited men reside. Mr. Eedy is fortunately located.

An Editor on Skates

Wapella, (Sask.) *Post*:—Editor Hawkes, of the Broadview *Express*, was in town on Friday last. He played point for the hockey players of that town in the evening. We were glad to meet the Broadview representative of the art preservative on that day.

Before you think of becoming a Bolshevist, better make certain that your condition will be at least as good as at present.

* * *

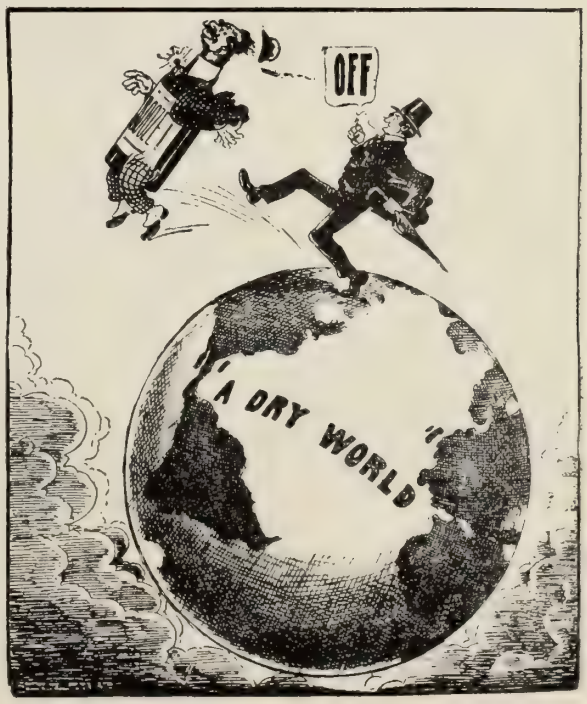
The Kaiser complains that the climate of Holland does not suit his taste. Hate to suggest it, Wilhelm, but there are warmer climates that should appeal strongly to you.

* * *

The best crop of tomatoes we have seen this year is in the seed catalogue.

* * *

Our idea of fun is to watch a woman in a hobble skirt trying to catch up to a street car that has a lead of about six feet.



Shocking Conditions in Ottawa Bureau

Committee's Report Talks Out Straight

THAT the Government should "get rid of the unnecessary employees and make those remaining render efficient service" is the chief recommendation made by the committee appointed by the Government in November last to investigate the Government Printing Bureau. The committee, which was composed of E. F. Slack, Montreal; Eugene Tarte, Montreal, and A. L. Lewis, makes the further declaration in its report, tabled in the Commons by Hon. Martin Burrell, that "the conditions found to exist in the printing department, viewed from the standpoint of commercial efficiency, may be truly described as shocking."

The report of the committee is of particular interest at the present time because of the circumstances that the employees of the Bureau are threatening to strike for increased wages and participation in the Government bonus. Mr. Burrell, in tabling the report to-day, intimated that, in view of the findings of the committee as to over-manning and inefficiency of the Bureau staff, the Government could not take any action regarding wages or hours until the report has been considered by the committee of the Cabinet Council which now has it under consideration. The instructions given the committee when it was appointed were to investigate the Printing Bureau and all its branches with the view of recommending such steps as might probably be taken to promote both economy and efficiency. The committee in its report states that the magnitude of the task is so great that it could not attempt anything more than a cursory examination of the operations of the stationery and distribution branches and it was necessary to confine the enquiry practically to the printing department.

A NATURAL SEQUENCE

The report asserts that the conditions found in the Bureau are the perfectly natural sequence of the system which created them. "Under any but Government ownership," says the report, "the sheriff would long ago have closed the doors of this plant. Given its housing accommodation free without taxes or insurance, not expected to provide even depreciation on its plant, let alone interest returns upon its cost, heat, light and power supplied free of charge, with the wages of certain of its employees provided by vote of Parliament, the Bureau has not been able to pay its own way, despite the fact that we have found many instances in which the charges made departments of the Government for work performed for them exceed those which would have given an outside printer a fair profit."

In proof of this statement, the report refers to the official record issued by the Department of Public Information. For the first four English numbers of this publication cost sheets showed a total of $1,512. The committee estimated the value of the work at $1,192, and states that this amount would have given the printer a fair profit. The report contains a number of comparative statements showing the cost of printing of the Bureau to be higher than in commercial offices.

The committee condemns this inefficiency of the Bureau employees and states that under the "system" that has prevailed each class of employee has been placed upon a dead level which makes it uncomfortable for any employee to attempt to distinguish himself. Measuring inefficiency and excessive hours charged are also mentioned as contributory causes to the high cost of work done by the Bureau.

NOT ALWAYS AS INEFFICIENT

The committee states that the Bureau has not always been as inefficient as at the present time. Blame for the present inefficiency is placed on the activities of the editorial committee and the distribution branch. The editorial committee, it will be recalled, was established on the recommendation of the joint printing committee of Parliament with the object of reducing waste in public printing.

"The activities of the editorial committee," says the report, "have resulted in the saving of a large amount of material. But the possible reduction in the cost of labor has not only been made, but a goodly portion of the saving in material has been dissipated by increasing inefficiency and consequent greater cost of labor. The idea that the saving in material should be accompanied by saving in labor cost, does not appear to have obtruded itself as a possibility upon anyone in authority. No effort was made to reduce the staff to the level of the amount of work." The report points out that the disproportion between the amount of work and the staff is particularly great when Parliament is not in session, and states that neither the King's Printer nor the Superintendent of Printing can be held responsible for present conditions, their hands being tied by the fact that the usual methods available in commercial institutions were not opened to them.

DEPARTMENTS OVER-MANNED

The report states that the proof-reading branch of the bureau is over-manned, and that some of the employees are not competent. Lack of efficiency in the type-setting department is found to be due to the action of the editorial board. At certain times there is not sufficient work to make even a pretence of an honest day's work for the number of men employed. "As a result," says the report, "the art of doing nothing and making it appear like real labor has been highly developed." The committee believes that the situation in the Bureau will become worse if present conditions are allowed to continue. Dealing with the organization of the Bureau, the report finds that "politics and patronage as to appointments, control of, and non-dismissal of help must be entirely eliminated." The recommendation is made that the Bureau shall be managed by the King's Printer and Superintendent of Printing with full power to hire all help and dismiss the same when necessary. The view is expressed that as long as there is a political court of appeal present conditions will continue to exist. The committee found many cases where men reproved or suspended for lack of efficiency, etc., appealed higher up with success, with the result that the authority of those in charge of the Bureau was overruled. This has occurred to such an extent that incentive for efficiency on the part of the management is not to be expected.

There is criticism in the report because composition is done by hand. This is attributed to a prejudice of a former official against the introducing of machines.

Noting that a great many of the employees of the Bureau are old men, the committee recommends that a pension system applicable to employees upwards of 60 years of age should be established.

Howard Smith Co. Affairs

The annual meeting of the Howard Smith Paper Mills, Ltd., showed earnings, after charges and depreciation were taken off, equal to 13.7 per cent. In part C. Howard Smith, president, said: "During the past year the demand for paper occasioned by the war was so great that your company was not able to meet the demands made upon it in its home market. Ocean tonnage for export was not procurable and this business greatly suffered. Further progress, however, has been made in the way of opening up connections in foreign markets, as it is your company's policy to develop this trade, and it was expected that more tonnage would be available for export during the ensuing year.

"Your company's plants have sufficient orders on hand for the present. As to what the situation will be in the near future, it is impossible to foretell, but your directors look with confidence to active business with the coming of the spring."

Settlement Made in the Montreal Herald Case

Details on Which Brierley Claim Was Based

JAMES S. BRIERLEY, formerly editor-in-chief of the Montreal *Herald*, is prepared to compromise on a claim to $63,987.30 he filed with the liquidator of the Herald Company, and to agree to a settlement on payment to him by Lord Atholstan of a sum of $40,000.

Judgment authorizing the liquidator of the Herald Company, J. Leonard Apedaile, to enter into an agreement with Mr. Brierly to compromise his claim, on the lines stated in the petition presented in court by the liquidator, was ordered by Mr. Justice Bruneau in the Practice Division of the Superior Court at Montreal.

Under the agreement referred to above—and which was filed with the Court record—Mr. Brierley, on May 12, 1913, sold to Mr. McGibbon sixteen hundred fully paid shares—of a total issue of 2,000 shares of Herald stock—for the sum of $80,000. Mr. Brierley, the vendor, agreed as a condition of the sale of the stock that he would not, without the Herald Company's consent, engage in or become interested in any business similar to that carried on by the company, on the island of Montreal, for a period of seven and a half years and during the same period would not engage in any other business which would preclude his entering the company's service without giving one month's notice of his intention to do so.

Mr. Brierley further agreed that so long as he was required by the company during a period of ten years from May 12, 1913, he would take full direction and control of the job printing department of the company upon the express condition "that he shall devote such time to the business of the job printing department as he may, in his judgment, deem advisable for the consideration and upon the terms and conditions mentioned in the draft contract" attached to the agreement.

$10,000 A YEAR OBLIGATION

The consideration and terms mentioned were payment of not less than $10,000 a year to Mr. Brierley for ten years. It was added that in the event the company failed to meet its obligation in this respect, the purchaser, Mr. McGibbon, would "personally pay the amount to the vendor," thirty days after any of the quarterly instalments of $2,500 each became due.

A further clause in the agreement provided that "in the event of the liquidation or winding-up of the Herald Company, either voluntarily or involuntarily, at any time during the period of ten years, the party of the first part (Mr. Brierley) shall be entitled to rank as a creditor against the said company for an amount representing the balance of the consideration coming to him under the terms of the present agreement, estimated at the rate of $10,000 per annum, for the unexpired portion of the period of ten years."

LORD ATHOLSTAN'S INTEREST

Last year Mr. Brierley entered an action in the Superior Court, claiming from D. Lorne McGibbon $13,077.59 under the aforesaid agreement, alleging that there had been a halt in the payments due to him on the basis of $10,000 a year, and that Mr. McGibbon was liable to pay the debt through the Herald Company's default.

It was stated in the record—and in proceedings in the Practice Court— that on January 9, 1914, Mr. McGibbon had sold his Herald shares to Lord Atholstan for $110,000, and that he had transferred to Lord Atholstan all the obligations of the Brierley agreement. Lord Atholstan was thereupon called to intervene in the action to defend Mr. McGibbon against judgment under Mr. Brierley's claim.

This issue has not yet been brought to a trial on its merits in the Superior Court; and now, by yesterday's judgment, the liquidator of the Herald Company is authorized to enter into an agreement with Mr. Brierley to make a settlement of all his claims against the Herald Company under the agreement of May 12, 1913, on payment to him by Lord Atholstan of $40,000, Mr. Brierley to give to Lord Atholstan subrogation in all his rights to that amount against the Herald Company under the 1913 agreement.

The *Times* Editor Has Resigned

Geoffrey Dawson has resigned as editor of the London *Times*, a post he has held since 1912. Mr. Dawson gives as his reasons for relinquishing the editorship that Lord Northcliffe has been constantly dissatisfied with the policy of the *Times* on the ground that it differed with his own expressions of opinion in other newspapers. The letter was addressed to John Walter, chairman of the Times Publishing Company. Lord Northcliffe holds a preponderance of the shares in the Times Company. H. Wickham Steed, who has been foreign editor of the *Times* for several years, will succeed Mr. Dawson. Mr. Steed has been associated with Lord Northcliffe during the war in Lord Northcliffe's propaganda work in enemy countries.

The Year 1918 in Review

A review of the newspaper situation throughout the United States and Canada discloses the fact that the year 1918 will go down in newspaper history as one in which nearly all the big daily and Sunday papers advanced their retail selling prices. In all cases where the price was one cent the advance was to two cents.

The move began in Pittsburgh about two years ago and Philadelphia was one of the next big cities to raise the price from one to two cents. Early in 1918 the big cities of the country fell in line and many of them advanced the price of the Sunday papers as well as the daily. Boston, Mass., was one of the very first of the big cities in which publishers raised their rates.

Last year was probably a record-breaker in the way of suspensions in newspapers, 1,600 going out of business, besides those that were consolidated or merged during the year. This was against 900 for the previous year.

There is no disposition to recede in price at present. In fact, with the high cost of print paper and recent increases in wages and salaries many papers are harder pressed than when the war was at its height. The price change was made in seventy cities, as follows:

Boston, Mass.; Brooklyn, N.Y.; Baltimore; Chicago; Detroit; Indianapolis; Milwaukee, Wis,; Minneapolis; New York City; Philadelphia; Pittsburgh; St. Louis, Mo.; St. Paul; Washington; Alameda, Sask.; Allentown, Pa.; Atlanta, Ga.; Aurora, Ill.; Barre, Vt.; Bridgeport, Ct.; Burlington, Mass.; Calgary, Alta.; Chattanooga, Tenn.; Cleveland; Columbus, O.; Dallas, Texas; Des Moines, Ia.; Dixon, Ill.; El Paso, Tex.; England; Fort Wayne, Ind.; Frederick, Mr.; Halifax, N.S.; Hartford, Ct.; Hagarstown, Mr.; Knoxville, Tenn.; Lockport, N.Y.; London; Los Angeles, Cal.; Louisville, Ky.; Malvern, Ark.; Manchester, N.H.; Marietta, O.; Montgomery, Ala.; Montreal; Newark, N.J.; New Haven, Ct.; Norwalk, Ct.; Niagara Falls, Ont.; Omaha, Neb.; Paris (*Herald*); Parkersburg, W. Va.; Portland, Me.; Quebec City, Can.; Quincy, Ill.; Rochester, N.Y.; Rockford, Ill.; Salem, Mass.; Savannah, Ga.; Sayre, Pa.; Seattle, Wash.; Sterling, Ill.; Stratford, Ont.; Sydney, N.S.; Syracuse, N.Y.; Tacoma, Wash.; Victoria, B.C.; Waterbury, Ct.; Wilmington, Del.; Winnipeg, Man.

Through the offices of the Canadian Press Association, the Government of the Dominion has doubled the amount to be spent on the repatriation advertising. Instead of laying out $8,000 on this work, the weekly list has been included and the amount raised to $18,000.

Call For Drastic Action

From the Montreal *Gazette*:—The conditions prevailing in the Government Printing Bureau, as revealed in the report tabled in the House of Commons on Thursday, are such as to call for drastic and immediate action by the Government. The report has been made by competent investigators, thoroughly conversant with the business of printing and publishing, in all its phases, and is the result of months of careful study. It discloses a situation which is gravely unsatisfactory from the standpoint of economy and efficiency in the public service, and which obviously cannot be permitted to continue. The Bureau is found to be both overmanned and inefficient, so that the cost of work passing through the establishment is enormously in excess of what it should be, according to the normal standard of commercial service. With no overhead charges to be met, either in rent, lighting, heating, insurance, taxes, depreciation, or interest on capital invested; even with some of the salaries chargeable outside of the Bureau, and with prices in excess of those which would have given excess profits to a commercial printer, the Bureau is in effect bankrupt.

These conditions have not grown up in a day or a year; they are the result of a system which has prevailed for a long period, a system under which the Government Printing Bureau has come to be regarded by its employees as an institution in which honest and efficient service was not required. The labor employed by the Bureau, in the language of the report, "does not earn the money it is paid. Furthermore, there is not much inducement for it to do so. The 'system' has placed each class of employee upon the dead level and made it uncomfortable for anyone to attempt to distinguish himself among his fellows." That is a serious indictment. Curiously enough the inefficiency complained of has actually increased in recent years as a consequence of an attempt made in the direction of economy. The publication of valueless matter, and the wasteful distribution of needed publications, were curtailed, but while the output was thus reduced, the cost of production remained the same, and it had been excessive before. "The idea that the saving in material should be accompanied by a saving in labor costs, does not appear to have obtruded itself as a possibility upon anyone in authority." The cost, already high, became relatively higher as the production was reduced. Nevertheless, the investigating committee finds that the measures inaugurated for the reduction of waste are capable of development into real economies. It is found that the Bureau staff is overmanned to a wage total of $325,000 annually, while the actual wage paid is higher than the average paid in commercial institutions. And the investigators recommend finally, that if the wage cost is not reduced through the elimination of unnecessary labor, and higher standards of efficiency, "the only recourse in the public interest is to close the Bureau."

The attention of the Government having been directed to this condition, by an investigating committee of its own choosing, it must be assumed that the necessary remedy will be applied, and without delay. At no time, and least of all at this time, should waste and inefficiency be tolerated in the public service. The King's Printer ought to be given complete authority over his staff, with power to engage and to dismiss his employees according to their fitness and the labor requirements of the Bureau. Under no other system will it be possible to operate the Bureau upon anything approaching a commercial basis, and if, after a fair trial, it is found impossible to arrive at such a basis, then, in the interest of public economy, the institution should be closed.

The Aims of the Typothetæ

Proprietors and executives of printing offices throughout Canada should be keenly interested in the full page announcement in this issue by the United Typothetae of America.

This noted organization of master printers has reserved full page space in PRINTER AND PUBLISHER for the next twelve issues for the purpose of proclaiming the work and aim of the association.

Too few printers in Canada have a good understanding of the U. T. A. The publicity campaign now being launched will throw light upon the truth and endeavor to show the value and meaning of the association.

There seems to exist a misapprehension, even among some master printers, as to the "why" of the United Typothetae of America. Some seem to think that it is an organization formed and operated to "fight labor." Nothing could be farther from the truth. Even the most casual reading of the Constitution and By-laws of the organization will dispel this idea. The U. T. A. stands and works for the betterment of the printing and allied industries through education and adherence to certain clearly defined and wise business principles.

Through the recently established advertising bureau of the U. T. A. it is hoped that printers may be brought to understand and apply such simple truths as the following:

That buyers of printing are not especially interested in knowing about the mechanical equipment of a print shop. It makes little difference to them whether their printing is done (as one buyer said) "On a threshing machine or a press" so long as the printing is satisfactory.

That what buyers of printing most want and need, and are HUNGRY for, is constructive help in increasing their business.

That elaborate printing is not necessarily profitable advertising.

That the small printer can get as big prices for his work as the largest printer IF HE CAN SUPPLY GOOD ADVERTISING IDEAS.

That any printer who can supply good IDEAS is welcome in any business office. Otherwise, otherwise.

That ideas are not sold on the basis of PRICE but of WORTHINESS.

That percentage of profit should not depend upon the volume of business handled.

That after all, there are but two classes of printers in the world. One has "SOMETHING TO SAY," the other "has to say something."

That before the printer has a chance to say to a customer "Have you got anything for me to-day?" the customer may be saying to himself, "I wonder if he's got anything FOR ME to-day?"

That the use of more direct-by-mail advertising means more printing at a profit and that the printer can be the one to supply the ideas for such advertising if he wants to make use of the assistance of the U. T. A. Advertising Bureau.

Having sensed the need of printers, as outlined above, the U. T. A. has gone ahead and formulated a definite program for accomplishing these and other much-to-be-desired benefits, which program is now being put into active operation as rapidly as is consistent with good business judgment and facilities.

Should Learn The Lesson

From the Moncton *Times*.—"The organ of the retail merchants, published in St. John, condemns newspapers that advertise for the departmental stores. It would be more to the point for the organ to urge upon merchants the advantage of newspaper advertising as an aid to business. The newspaper publisher has space to sell and it is just as vital to him to sell this space as it is for the merchant to sell his goods. The big departmental stores, though so well-known, occupy whole pages of space in the city newspapers. Smaller concerns should follow their example to the extent of their ability and should figure on advertising outlay just as they do on outlay for help, or for rent and taxes."

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers
By H. A. Nicholson, Manager Printer and Publisher

EXTREMELY few people will take time or trouble to study advertisements. At the most they are inclined only to give them a passing glance. Therefore, advertisements to prove effective must in the first place possess elements that attract and please the eye of the reader. Then they must contain an interesting message. The message must be put simply, plainly; it must be presented in a manner easily understood.

Advertisements by the score, in daily papers, weekly papers, trade papers, magazines and all other advertising media too often lack these essential elements, with the result that much good advertising space is going to waste.

Primarily the fault lies with advertisement writers (unprofessional) who in too many cases have only a superficial knowledge of proper advertisement construction.

The ad. writer has it within his power to produce advertisements that have the necessary essentials of success. If he knows "type" and "display" thoroughly, he can draft out an advertisement on paper in such a manner that nothing is left to fall as prey to the idiosyncrasies of an indifferent compositor.

However, since there is so much poorly written and arranged advertising the world over, the field of opportunity for skill on the part of the compositor is big and broad. This article is particularly concerned with the compositor, not with the ad. writer, so we will give our attention to the compositor's part in the production of the average advertisement.

Let us consider the part the compositor presumably played in setting the Hugh Rorison advertisement of the Case & Emerson Tractor.

Advertisement No. 1.—It is not a particularly poor example of typography. It is as well displayed as the majority of advertisements of its kind. An obviously poor type display would fail to serve the purpose in making our point. What is desired is something that is representative of that class of advertisements which are generally conceded to be quite the thing, when in reality they possess features that are opposed to the correct and most effective methods of typography.

This Case & Emerson ad. is over displayed. "Too much display means no display." We are inclined to liken this to a street corner "orator" we once knew who proved extremely amusing because of his incessantly loud talk. He could be heard for several blocks and he may be given credit for attracting a crowd. Nobody, however, was able to understand "Shouting Jimmie's" line of talk, as it was called, or cared to understand it. It was monotonously loud and displeasing to the ear. There was no emphasis in the important points of his oratorical efforts. Everything he said was at top pitch, consequently there was no room for contrast and no room for emphasis. His efforts were more or less a failure.

Daniel Webster, it is said, fairly lifted his audience out of their seats through a single well-chosen phrase, timely and strongly emphasized. What applies in oratory may be said to apply in a measure to typographical display. It's a good thing to remember that "one at a time is good fishing" even in displaying type.

There was no necessity for loudly displaying the "Case & Emerson Tractors" over the illustration and then practically repeating the process immediately underneath. If these words must appear why could they not have been put in quarter the size of type used? The other display lines would then have stood out more plainly by principle of contrast. The ad. would thus have been easier to read and more inviting. This might appear to be a trivial point, but those who watch results will tell you that it is upon such points advertisements succeed or fail.

Now let us turn to the illustration. It is a good one and is bound to attract every reader who is interested in farm machinery.

Let us concede that the illustration is the first thing that draws attention to the advertisement. Where does the eye travel after that? Either up or down. Probably to the largest display line. In this ad. the eye is puzzled where to go. We believe that the eye in this case is inclined to follow the line of least resistance and travels down. Will it afterward travel up to the top? It may. But the eye does not like long journeys. It never does in traveling over advertisements.

The place for this illustration was at the beginning.

Of course, there is no rule to say that all illustrations should take the foremost position in all advertisements, but in many cases it is preferable. This is one of them.

Refer to our reset. The illustration has been placed at the top and a few other changes have been made, which we believe makes the advertisement easier to read, more pleasing to the eye, and therefore more effective.

Advertisement No. 2.—It is a generally accepted rule that the text matter or headings of an advertisement containing more than two lines of words should be set in caps and lower case. Successive lines of caps are hard to read. This advertisement is sadly affected with this fault.

Neither is this ad. displayed to the best advantage. It is not contrary to approved usage to have the main display lines appear in the centre of an ad., but when this is practised, in nine cases out of ten, a display line is also introduced at the beginning. This "Colin Campbell" advertisement would have been much more effective if the first two lines had been displayed, and caps and lower case used in the text instead of all caps. The signature, too, would be more appropriate in the same type face as the display lines above.

Refer to our reset advertisement. We have made some noticeable changes in respect to display, and in passing have corrected what appear to be errors in composition.

Advertisement No. 3.—There is not much doubt of the message in this production being grasped, we will admit, provided the readers of the paper in which it appears do not pass it by with a casual glance because of its repellent construction. The offer of a 20 per cent. reduction may influence the eye to read, but certainly the appearance is not conducive to such a desirable result. The ad. is a jumble. Very little attempt has been made at orderly construction and no two elements in the whole arrangement are set in a fashion calculated to strike a balance. Six various styles of type have been introduced, four of them being gothic faces of different characters. Two, or at the most three, styles of type would have been sufficient. The fewer the styles the better, is a pretty safe principle to follow in most advertisement setting.

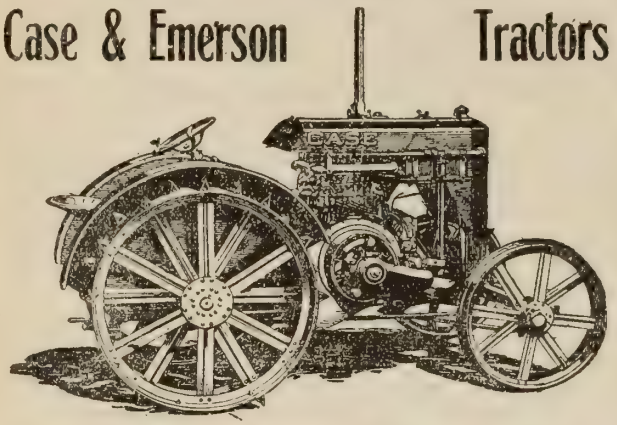
This ad. was started well. The manner in which "20 per cent." is displayed is a good feature. This may be said to be its saving grace. A similar face of type should have

(Continued on page 40)

Is An Enclosed Drive Gear Necessary on a Tractor?

Suppose an automobile had the gears exposed, how long could it be run? When it comes to a tractor, is this not more necessary?

Case & Emerson Tractors



OUR CASE & EMERSON

Tractors have all drive and other gears enclosed and running in oil. The air is strained before reaching the carbureter, keeping the sand and dirt from the cylinders.

THERE ARE MANY OTHER EXCLUSIVE FEATURES

Let us explain them. Samples on our floor.

REMEMBER that these are strong, reliable companies with a reputation for Quality Goods. They have not been formed over night as a sales organization only

LOOK AHEAD FOR Y OUR REPAIR SERVICE

Sizes 10-18 12-20 15-27

HUGH RORISON

Phone 1055 42 Manitoba E. Moose Jaw

Advertisement No. 1—Taken from "The News," Moose Jaw. (Reduced from 3 col. 10 in.)

20%

Cash Discount Off OUR STOCK of Heavy, Medium and Light Overcoats

Come In!

Look Them Over, You Want One

JOHN DARLINGTON

Reg'd

Opposite Post Office

Advertisement No. 3 Taken from the Quebec "Chronicle." (Reduced from 2 col. 5½ in.)

SEE HOW THE SNOW REFLECTS LIGHT IN THROUGH YOUR WINDOW AND BRIGHTENS YOUR ROOM.

WHITE PAINT ON YOUR DOORS, WINDOWS AND OTHER WOOD WORK HAS THE SAME EFFECT—

BUT WHITE PAINT DON'T STAY WHITE, IT TURNS YELLOW, AND ENAMEL REQUIRES A CERTAIN TEMPERATURE AND AN EXPERIENCED PAINTER.

Barreled Sunlight is what you want It wont turn yellow, is easy to use and not expensive.

THE COST OF DOING YOUR ROOM WITH BARRELED SUNLIGHT INSTEAD OF ORDINARY WHITE PAINT WILL BE NO MORE THAN **50** CENTS FOR THE ROOM.

DO YOUR HOUSE FROM ATTIC TO KITCHEN WITH BARRELED SUNLIGHT. YOU'LL THEN HAVE A BRIGHTER AND CLEANER HOME.

$1.50, IN QUART CANS, ENOUGH FOR ONE ROOM.

COLIN CAMPBELL, LTD.

Advertisement No. 2 Taken from the "Daily News," St. John's, Newfoundland. (Reduced from 3 col. 7 in.)

Are You Building?

—if you are, whether under contract or for yourself, you should investigate the merit of our building supplies, especially:

CABOT'S QUILT, CABOT'S STUCCO STAINS, AND CABOT'S CREOSOTE SHINGLE STAINS.

Cabot's Quilt is the scientific heat insulator and sound deadner. Cabot's Stucco Stains for tinting and rainproofing stucco, Cabot's Creosote Shingle Stains are the original and standard.

The Frank A. Gillis Co., Ltd.

P. & B. Wharf. HALIFAX, N. S.

Advertisement No. 4—Taken from the "Morning Chronicle," Halifax. (Reduced from 2 col. 3 in.)

WE'VE SOLD OUT!

Pure Kettle-Rendered Lard, bring your crock, a lb. *30c*

Pure Beef Dripping, a lb. *20c*

Stew Meat, a lb. *10c*

WATCH OUR AD. THE REST OF THE WEEK

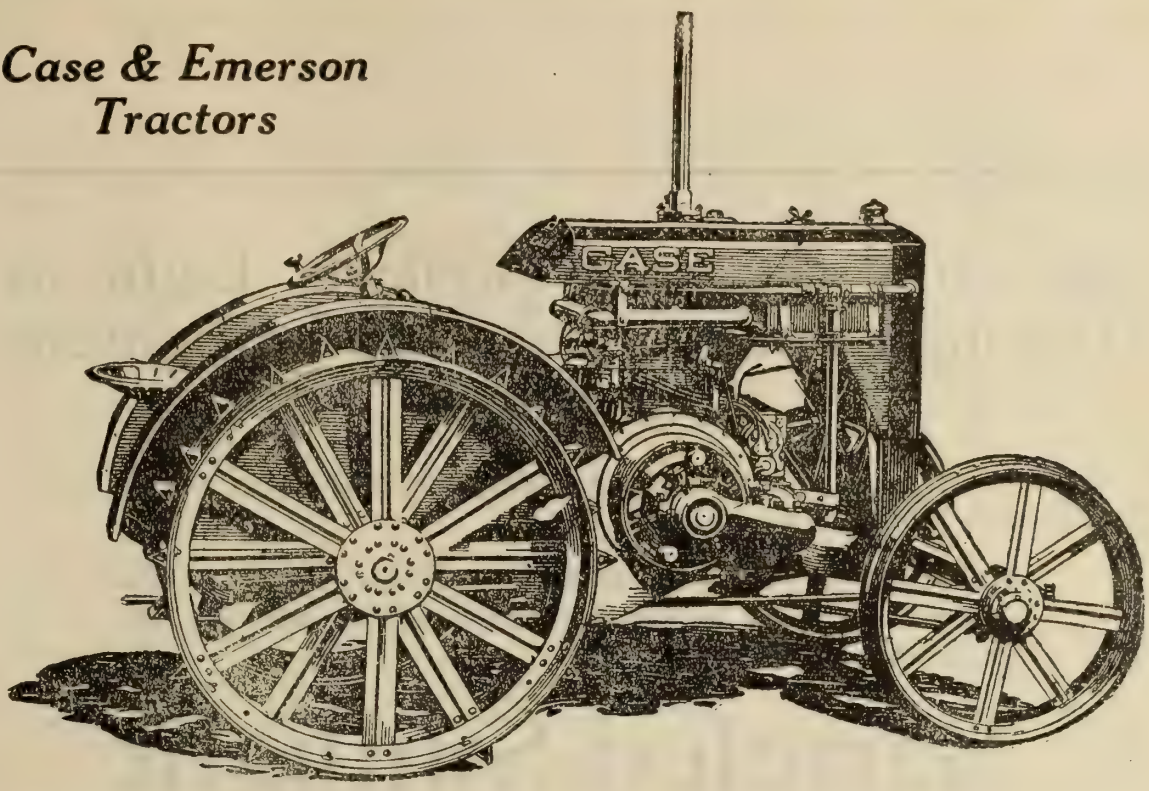
EVERYTHING MUST GO!

C. W. BROWN

Phone 546-W *194 Queen St.*

Advertisement No. 5—Taken from the "Daily Planet," Chatham. (Reduced from 2 col. 3 in.)

Case & Emerson Tractors



Is an Enclosed Drive Gear Necessary on a Tractor?

Suppose an automobile had the gears exposed, how long could it be run? When it comes to a tractor, is this not more necessary? Our

CASE & EMERSON

Tractors have all drive and other gears enclosed and running in oil. The air is strained before reaching the carburetor, keeping the sand and dirt from the cylinders.

THERE ARE MANY OTHER EXCLUSIVE FEATURES.

Let us explain them. Samples on our floors.

REMEMBER that these are strong, reliable companies with a reputation for Quality Goods. They have not been formed over night as a sales organization only.

LOOK AHEAD FOR YOUR REPAIR SERVICE.

Sizes 10-18, 12-20, 15-27.

HUGH RORISON : MOOSE JAW

42 Manitoba E. Phone 1055

Reset advertisement No. 1—Actual size of original.

See How the Snow Reflects Light in Through Your Window and Brightens Your Room?

White paint on your doors, windows and other woodwork has the same effect—

But white paint doesn't stay white, it turns yellow, and enamel requires a certain temperature and an experienced painter.

Barreled Sunlight

is what you want. It won't turn yellow, is easy to use and not expensive.

The cost of doing your room with Barreled Sunlight instead of ordinary white paint will be no more than

$1.50

Do your house from attic to kitchen with Barreled Sunlight. You'll then have a brighter and cleaner home.

$1.50, in quart cans, enough for one room

Colin Campbell, Limited

Reset advertisement No. 2—Same size as original.

20%

CASH DISCOUNT

Off Our Stock of
Heavy, Medium
and Light

OVERCOATS

Come In!
Look Them Over!
You Want One!

JOHN DARLINGTON

Opposite Post Office Reg'd.

Reset advertisement No. 3—Same size as original.

Are You Building ?

IF you are, whether under contract or for yourself, you should investigate the merit of our building supplies, especially:

Cabot's Quilt, Cabot's Stucco Stains, and Cabot's Creosote Shingle Stains

Cabot's Quilt is the scientific heat insulator and sound deadner. Cabot's Stucco Stains for tinting and rain-proofing stucco, Cabot's Creosote Shingle Stains are the original and standard.

The Frank A. Gillis Co., Limited

P. & B. Wharf, Halifax, N.S.

Reset advertisement No. 4—About same size as original.

We've Sold Out!

Everything Must Go!

Watch our ad. the rest of the week

Pure Kettle-Rendered Lard, bring your crock, a lb.	30c
Pure Beef Dripping, a lb.	20c
Stew Meat, a lb.	10c

C. W. Brown

Phone 546 W. **194 Queen St.**

Reset advertisement No. 5—About same size as original.

A Clean and Skilful Set-Up

Type, border and illustration are harmonious in tone. This is one good feature of this advertisement. White space used to separate the various items gives a clean and pleasing effect that would be missing were cut-off rules used. This is another good feature. The use of the panel enclosing "Men's Wool Sweaters, etc.," may be questioned by some critics, but its use was warranted when the text matter and display opposite are considered.

A good beginning is an important part of any advertisement. The items appearing on each side of the store trade-mark at the top of this ad are merely fillers and are somewhat of a detriment to the general appearance and effect. The trade-mark might be centred in the top of the border to better advantage; then the fillers could be dispensed with. Fancy type as a rule is not recommended for advertisements, but the style of lettering used for displaying "Society Brand Clothes" is the regular style used for this brand of clothes and is thus permissible—under any circumstances it harmonizes well with the illustration and gives a dignified appearance to the whole arrangement.

This ad is worth studying. It shows that good balance can be secured by skilful composition when symmetrical arrangement is made impossible because of peculiarities of copy.

Layout for Five-Column Newspaper Ad.

PRINTER AND PUBLISHER has been asked on more than one occasion to give some idea as to the methods by which large department store advertisements are produced. Layouts similar to accompanying reproduction portray the secret in a nutshell. This is a five-column full depth newspaper layout (reduced) used for a Hudson Bay Company Advertisement in a Calgary paper. The lettering indicates the style and sizes of type to be displayed, and the ruled lines represent the space to be taken up by the text matter. With a layout like this to guide him the compositor's work is made comparatively easy and there is no room for doubt as to what the advertiser wants.

PRINTER AND PUBLISHER regrets to say that the finished advertisement made from this layout was not obtainable at the time of going to press.

The Reset Advertisement—Continued from page 33

been used from there on to produce a uniform and pleasing effect. If such a style was not included in the office equipment of type faces the gothic letter used for displaying "Heavy, Medium and Light Overcoats" would have produced a good appearance, judgment of course being necessary in the choice of type sizes, grouping and use of white space. Our reset ad. is submitted as a more orderly arrangement.

Advertisement No. 4.—Occasionally we select an ad. for this department which is representative of very fair typography. This is such an ad. It has a defect or two, however, that might easily be remedied. The centre display lines are crowded on both sides by the text. These lines are not easily read either, being in caps. They would have looked better in black caps and lower case. The extension of these lines into the margin is questionable, too. By taking out the useless dash over the signature plenty of room would have been provided to display "Cabot's Quilt, etc.," without breaking into the margin.

A reset of this ad. with changes according to the foregoing remarks is hardly necessary to make our points clear, so we have produced something considerably different to show that there is more than one way of treating display.

Advertisement No. 5.—Did you ever see a form standing by the stone ready for press when the Printer's Devil happened along and politely stubbed his toe through a vital portion thereof? This ad. bears all the appearance of being victimized after this fashion. It is a mighty poor set-up. As bad as it is, it possesses a somewhat uniform tone. This comes from the fact that only two styles of type have been used throughout and both these styles italic letters—thus the benefit of sticking to a limited number of type styles is borne out even in such an arrangement as this. The bad points of the ad. are patent at first glance and no further comment seems necessary—see reset ad.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

The Ashcroft, B.C., *Journal*, has installed a linotype.

Chew Shue Yuen, editor of the *New Republic*, published at Victoria, and one of the most prominent Chinese in the province, is under arrest charged with being a member of an unlawful society. Chew is president for Canada of the Chinese National League, which is officially stated to be under the ban of the Federal authorities in the same way as the I.W.W. and the Bolshevik organizations. Chew communicated with Sir Charles Tupper to retain him as counsel and will endeavor to secure bail. The arrest of Chew is regarded in official quarters as of great importance. The case is likely to be a long-drawn-out affair, with some ramifications in unexpected quarters.

W. E. McTaggart, who only a few weeks ago returned from overseas, has become editor and manager of the British Columbia *Farmer*, the most widely known agricultural publication circulating in British Columbia. Before leaving for overseas Mr. McTaggart was with the *Grain Growers' Guide*, of Winnipeg, the official organ of the organized farmers of the prairies, and previous to that was Fruit Markets Commissioner with the British Columbia Government. During that time he did much to further the marketing of British Columbia fruit in the Prairie Provinces. While connected with the Government Mr. McTaggart established the *Agricultural Journal* and fathered the departmental magazine through its early months. His wide knowledge of agricultural affairs, particularly in British Columbia, well fits him for the position which he has taken.

Alberta

The office of the Olds, Alta., *Gazette*, suffered $4,000 damage in a fire there recently.

Mr. C. G. Groff, a well-known Western newspaper man, is the new managing editor of the *Albertan*, succeeding C. A. Hayden, who is now news editor of the *Herald*.

Alberta Newspapers, Limited, publisher of Calgary *Canadian*, is now in liquidation, the courts having granted a winding-up order on petition of the mortgagee. An effort is being made to revive the publication.

John Cairns, news editor of the Calgary *Herald*, is leaving for Vancouver shortly. C. A. Hayden, formerly news editor of Calgary *Canadian*, and lately with the *Albertan*, will take Mr. Cairns' place as news editor of the *Herald*.

The plant of the Trocher, Alberta, *Tribune*, was gutted by fire recently. The *Tribune* in a recent issue says: "Owing to the kindness of Mr. H. Peters in allowing us the use of his Elnora plant, we are enabled to get out the *Tribune* as usual."

Mayor Marshall presided at a meeting which filled every seat in the Grand Theatre at Calgary, at which a strong resolution was passed demanding that the orders in council which put a ban on literature and a censorship of the press be removed. R. J. Deachman, editor of the *Commercial Review;* Commissioner Sammis, David Rees, vice-president of the Trades and Labor Congress of Canada, and Alex. Susnar, of the United Mine Workers, now in convention at Calgary, were the speakers.

Two new publications appeared in Calgary during March: one, the *Westerner*, takes the place of the old *Western Standard* which went into liquidation some time ago, is a class publication devoted to financial matters. Miss A. L. Jackson is business manager, and F. Sinclair Dickinson, managing editor. The other is the *Canadian Nation*, the first issue of which was published in sixteen-page pamphlet form, carrying no advertising. It is radical in tone and intends to support the old line Liberal party. Its editor is D. M. LeBourdais and will be published bi-weekly.

A very pleasant and informal gathering was held when a number of friends of John Cairns, retiring managing editor of the Calgary *Herald*, presented him with a handsome purse and an address expressing their appreciation of his many excellent qualities as a friend and an associate, and also their regret that he had found it necessary to sever his connection with that paper. The address was read by J. E. Wodell, and was signed, besides, by the heads of the departments of that paper, among the signatures being appended to the address being those of J. E. Wodell, of the editorial department; J. D. MacMillan, advertising manager; R. B. Rushworth, accountant; A. J. Hilliker, circulation manager, and John Scannell, superintendent of the mechanical department. Besides the above quite a number of other members and former members of the *Herald* staff and other friends were present, among them being R. I. Bodkin, George Hope Johnston, J. A. Gully, P. J. Stone, G. C. Kirke and others. Mr. Cairns, who is one of the outstanding newspapermen in the Dominion to-day, thanked them all very heartily and told how he had been more than gratified with the co-operation which he had always received from not only the members of the editorial staff but also from those belonging to the various other departments. Mr. Cairns, who has been managing editor of the *Herald* since about 1910, came to Calgary from the Winnipeg *Telegram*, and left Calgary to take a responsible position on the Vancouver *Province*. He is a graduate of Upper Canada College, and was associated with the Winnipeg *Tribune* at one time.

Saskatchewan

The Wawota *Herald* is again on our list after an absence of three years. The editor, W. R. Peddle, who enlisted at that time, recently doffed the khaki, and is back on the job.

Maple Creek *News*: E. Downing, who started the first newspaper in Maple Creek, has just joined the staff of the Medicine Hat *News* as manager of the job department.

Manitoba

J. W. Dafoe, editor of the Manitoba *Free Press*, whose special cables dealing with the Peace Conference have been appearing in the Canadian press, will shortly return to Canada. His work will be continued by Leon Trepanies, a Montreal journalist, who has been associated with Mr. Dafoe in his work at the Peace Conference. Mr. Dafoe went to the Peace Conference on behalf of the Department of Public Information. In this capacity he was attached to the Canadian delegation which represented Canada's interests at the Peace Conference. His despatches from London and Paris have been of a very high order. They have dealt with the proceedings from the British and Canadian viewpoint, and they have been particularly valuable in furnishing prompt and accurate news of matters affecting the business interests of the Dominion.

Ontario

Dewitt Hutt, of the Ingersoll *Chronicle*, has recently joined the staff of the Toronto *Daily News*.

Jack Beaton, formerly of the business office of the London *Free Press*, has returned from overseas, where he served with the C.A.M.C.

Geo. Pearce, editor of the Waterford *Star*, is spending three weeks in Florida.

William H. Tallaferro, for many years head pressman at the London *Advertiser*, died suddenly at his home on Colborne Street, London, Ontario.

Edward D. Loney, for some time a member of the staff of the *Sentinel-Review*, Woodstock, has joined the editorial staff of the Toronto *News*.

Lieut. C. S. Grafton, late of the Third Divisional Machine Gun Company, is again in civilian life and has returned to the reportorial staff of the London *Free Press*.

"Jim" Kitchen, formerly an employee of the Deseronto *Post*, has returned from the front. He was taken with influenza and invalided home.

Seaforth *Expositor*: Mr. and Mrs. Willoughby and son left for Ingersoll, where Mr. Willoughby has purchased an interest in the Ingersoll *Chronicle*.

H. J. Pettypiece, of the Forest *Free Press*, has been appointed a member of the Advisory Press Council of the Dominion Repatriation Committee. The work is mostly of a volunteer character.

Thomas Hilliard, who at the age of 78 has just retired from the managing directorship of the Dominion Life Assurance Co., is a former well-known newspaperman of Waterloo County. For some years he conducted the Waterloo *Chronicle*.

G. G. Bramhill, who for some months has been on the staff of the Petrolia *Advertiser-Topic*, has severed his connection with that paper to devote his time to the flax industry, in which he has had experience as a Government expert.

Pte. Hugh Dyson Phelps, who arrived home from overseas on the 5th of January, has received his discharge and is actively engaged in the *Times* office, North Bay, again. Hugh and youngest brother, Virgil, went over in October, 1917, Hugh was wounded on the 8th of August, 1918, and Virgil received fatal wounds on the 30th of September, to which he succumbed the next morning.

Relatives in Fort William have received official notice that Lieutenant William Dougall, M.C., was killed in action July 21. His death was unofficially reported shortly after that time. Lieut. Dougall was a former reporter on the Port Arthur *Daily News* and went overseas with the Fifty-second Battalion. He won the Military Cross for leading a raid and afterwards transferred to the air service, in which he went to his death.

Gananoque *Reporter* We welcome the Athens *Reporter* to our desk again, after an absence of several months. It is bright in appearance and its columns are well filled with local news. The new publisher, Mr. Wm. H. Morris, has our best wishes.

Word has been received of the death at San Diego, Cal., of George Taylor, former editor of the Chatham *Planet* and other journals in other parts of the country. The late Mr. Taylor had been in failing health for years. Death was directly caused by injuries sustained in an auto accident.

"Tommy" Stone, pioneer printer of the Twin Cities, Fort William and Port Arthur, and at one time publisher of the West Fort William *Enterprise*, returned home from the great war about Feb. 1st. "Tommy" is looking much older but says he can still show the young chaps how to handle the stick.

Private Eric P. Blenkarn has returned from overseas. Private Blenkarn left the *Globe* staff to enlist two years ago in the Canadian Cyclist Corps. Prior to his return to Canada he was in the hospital, but has fully recovered. Private Blenkarn, who is the son of Mr. and Mrs. G. P. Blenkarn, of 27 Langley Ave., will rejoin the *Globe* staff.

Lieut. Jos. LeGard, formerly foreman of the Flesherton *Advance*, has returned from overseas. On Sept. 28, while leading his men on the outskirts of Cambrai, he was shot in the abdomen by a machine gun bullet. His wound made it necessary to send him back to England. He crossed the Atlantic on the Carmania.

Lieut. G. C. Rooker, who returned from overseas on Jan. 16, has been appointed advertising manager of the *News-Record*, Kitchener. Prior to enlistment in 1915 Lieut. Rooker held a similar position for the *Times-Journal*, Fort William, and for several years previously represented the Toronto *Globe's* business interests in the West, covering the territory from the head of the Lakes to the Pacific Coast.

Rev. Alexander MacLaren, of Hamilton, died at the home of his son, J. P. MacLaren, Ottawa, after an illness of over six years, due to paralysis. He was a brother of the late Principal MacLaren, of Knox College, and father of John P. and Leslie MacLaren, of Toronto; Lieut.-Col. H. D. MacLaren, of the Simcoe 157th Battalion, and J. A. MacLaren, editor of the Barrie *Examiner*.

Harry Scott, sporting editor of the Moose Jaw *News*, but formerly on the Fort William *Times-Journal*, spent a flying visit to his old home at Fort William on February 22nd. Many will remember Harry as a professional hockey player, being at one time with the Montreal Wanderers. He is out of hockey now, but was one of the members of the Moose Jaw rink of curlers who went through the "Peg" Bonspiel.

The Toronto *News* recently contained the following item: The Toronto *Daily News* was purchased on behalf of a strong company, which will assume control immediately. It is the intention to bring about a complete reorganization and publish a greatly improved paper. Statements that have appeared in other newspapers to the effect that the *News* has been acquired by special interests are without foundation. Mr. C. W. McDiarmid will be the General Manager of the new company.

The following officers were elected at the annual meeting of the Parliamentary Press Gallery: President, W. A. Wallis, *Mail and Empire;* Vice-president, Ernest Bilodeau, *Le Devoir;* Secretary, H. E. M. Chisholm, Manitoba *Free Press;* Assistant Secretary, J. C. Beauchamp, *La Patrie;* executive, J. K. Munro, Toronto *Telegram; M. C. Cleary*, Ottawa *Journal;* S. W. Dafoe, *Canadian Press;* Wm. Marchington, Toronto *Globe;* C. L. Bishop, Montreal *Star*.

The National War Savings Committee announces that C. F. Sauverburn, of Montreal, has been awarded the prize of $50 in the war savings cartoon contest. The cartons submitted by B. Batsford, Winnipeg; R. Laplante, Montreal; D. Wiener, Montreal; and Alex. Vesselle, Ottawa, received special mention. J. S. Crate and T. D. Finn, managing editors of the Ottawa *Journal* and *Citizen*, respectively, were the judges in the contest. The contest was open to all artists in Canada.

A very pretty wedding took place at Reisley, near Bedford, England, when Quartermaster Sergeant Cecil V. Statia, of the Second Canadian Light Horse Cavalry Division, was united in marriage to Miss Phyllis Jeakins. The groom is the eldest son of Editor Vance A. Statia, of the Dufferin *Post*, and Mrs. Statia, and has been through the thickest of the fighting at the front since the start of the war. We wish the young couple every happiness and a long and prosperous journey through life.

A number of the leading citizens of St. Marys waited on J. W. Eedy, publisher of the St. Marys *Journal*, and presented him with a solid mahogany hall clock, 6 feet nine inches in height, upon which on a silver plate was handsomely engraved the inscription: "Presented to J. W. Eedy, Esq., by a few of his St. Marys friends in appreciation of the very valuable service rendered the public during the great war." Dated 11th November, 1918, the great day of the armistice.

As a token of appreciation of services he has rendered in behalf of the Ingersoll Board of Trade, of which he was secretary, the Boy Scouts and other organizations, E. Dewitt Hutt, who left for Toronto, where he will join the editorial staff of the *News*, was the recipient of a substantial sum of money. The presentation took place at the G.T.R. depot, and was made by a number of representative citizens who were present. Mayor Buchanan read an address, and the presentation was made by Postmaster Jos. Gibson.

Mr. W. G. Purser, editor of the Port Hope *Times*, passed away at the residence of his mother, Mrs. John Purser, at Cobourg. The deceased gentleman had been in declining health for some time and the end was not entirely unexpected. Mr. Purser was born near Cobourg, received his early education there and completed his college life at Victoria College. When at Cobourg and Toronto the deceased followed journalistic work for years and was editor of the Port Hope *Times* for the last eight years.

The late Edmund Klein, who died recently in New York, was born in Waterloo County and went in childhood to Walkerton where he spent his boyhood days. Learning the printing in his father's office, the old *Glocke*, he continued following his calling until his death. He worked for the greater portion of his life in Toronto, where he was employed on the *Saturday Night*, the *Monetary Times* and in other printing offices. A few years ago he left to take a position with a publishing house in New York City, where he was employed at the time of his death.

Word has been received of the death in the Soldiers' Sanitarium, at Balfour, B.C., of Pte. Gerard Bennett, son of the late Wiliam Bennett, a former editor of the Bowmanville *Statesman*, and later editor of the Beeton *World*. Pte. Bennett enlisted at Victoria, B.C., with the 143rd Battalion, and arrived in France in the 47th Battalion, where he was badly gassed in an engagement and was returned to Victoria in November, 1917, and has since been under treatment with fair hope of recovery, but "flu" caught him and he died and was buried at Nelson, B.C. He was in his twenty-seventh year.

Ex-Ald. James Egan, London's first photographer, died at his residence, 234 St. George Street, London, in his 92nd year. He was born in Plymouth, England, in 1827, and came to Canada with his parents in 1834. He settled first in Quebec, but later removed to Woodstock and established the *Weekly Monarch*. Subsequently he operated the Oxford *Star* at the same place. Removing to London he became a reporter on the *Daily Prototype*, long since defunct, and afterwards he launched into the business of a photographer. For 22 years he was president of the London and Port Stanley Railroad. It was his campaign of 1874 that resulted in the placing of 15,000 shade trees on the city streets, after which London became known as the Forest City. Victoria Park, London's principal playground, was secured through his activities.

St. Petersburg (Florida) *Independent*: Four Canadian newspaper men, one of them now the editor of a Florida newspaper and another located at present in Macon, Ga., had a pleasant reunion here and in company with Mr. Southworth, of Chicago, president of the International Typothetae, who is here for the winter, enjoyed a delightful dinner at St. Petersburg beach. They were: John A. McKay, until recently owner and editor of the Windsor, Ont., *Daily Record;* J. I. McIntosh, editor of the Guelph *Mercury*, Guelph, Ont.; Harry L. Brown, editor of the St. Augustine *Record*, formerly of Niagara Falls, Ont., and George Long, managing editor of the Macon (Ga.) *Telegraph*, formerly of the London (Ont.) *Free Press*. Other Canadian

newspaper men in Florida are L. H. Dingman, St. Thomas *Times-Journal*, and Mr. Wilson, of Lindsay.

Major W. J. Baxter, M.C., former news editor of the Windsor *Record*, who enlisted in 1914 and went overseas with the 18th battalion, has been appointed secretary and treasurer of the Essex Border Utilities Commission, succeeding C. L. Barker, who devoted his time to this position after resigning last July as editor of the *Record*. Mr. Barker gave up his work with the commission to act as advertising manager for the C. H. Smith Co., a large departmental store in Windsor, and will continue to publish the *Border Cities Era*, a weekly illustrated magazine he started about seven months ago. Major Baxter was severely wounded in action at Cambrai last fall and won the Military Cross. He recently returned with his wife, formerly Miss Marion Leitch, of St. Thomas, who went overseas as a V.A.D. nurse and whom he married in England. For company home they had a young son, born in England.

James Simpson, who recently resigned from the reportorial staff of the Toronto *Star*, has been appointed managing editor and business manager of the enterprises conducted by the Labor Educational Publishers' Limited, including the *Industrial Banner*, the official organ of the Ontario Labor Educational Association and the Toronto District Labor Council, and the *Banner Press*, the job printing plant. Mr. Simpson will do the editorial and special feature work of the *Industrial Banner*, and will have general supervision over the business of both the paper and the printing plant. In addition to this work Mr. Simpson is secretary-treasurer and manager of the Labor Temple Company, Limited, a position he has held for the past fifteen years. In assuming the responsibility he will have charge of over $100,000 worth of property owned by the organized labor movement of Toronto, and upon which there is not one dollar of debt.

Bowmanville *Statesman*: We have lost a valued friend in the passing away on February 16th of Charles A. Goodfellow, for sixteen years publisher of Whitby *Gazette* and *Chronicle*, after ten days' illness from brain disease, in his 54th year. He had filled an important place in the life of the town for several years, being a member of the Board of Education, serving one year as chairman, and had been chairman of the Board of Health for a considerable time. He was secretary-treasurer of Whitby branch of Canadian Patriotic Fund, and had filled the office of military representative under the Military Service Act. He took an active interest in all public movements and was during 1917 president of the Midland Press Association. He was a member of the Baptist Church. He is survived by his wife and one son, G. M. Goodfellow, B.A., who is a partner in the business; by two brothers and two sisters. Newspaper men present at the funeral were Messrs. Chas. M. Mundy and Editor A. McLeese, Oshawa *Reformer*, and M. A. James and Norman S. B. James of *The James Papers*, Bowmanville.

Canadian Press Photographers' Association has been organized in Toronto. Their aims are closer co-operation and protection of the public. They point out that in one instance a free lance of this type has been known to have a factory stop operations in order to get a group photograph of its employees, saying the picture would be published in a local paper. It was afterwards found out that the photo was not made for this purpose at all. It has also been found that many events of much public interest have been neglected owing to the fact that all photographers attended one event on that day. This will be avoided in future by co-operation of the Association members. The officials elected for 1919 are the first officials and charter members of the new association, and have been as follows: President, Mr. Alex. J. McLean; vice-president, Mr. Charles D. Roos; secretary-treasurer, Mr. William James. Messrs. Pringle and Booth, well-known local photographers, are also charter members. The Canadian Press Photographers' Association holds a charter from the Ontario Government, and has issued a badge to its members bearing the name of the organization.

Quebec

Carl McCaleb, of Montreal *Herald* printing staff, has been appointed city editor of Sherbrooke *Daily Record*.

Joseph H. Copeman, financial editor, Montreal *Gazette*, has joined the staff of Greenshields & Co., stock brokers.

Honorable Frank Carrel, proprietor of the Quebec *Telegraph*, was elected to the Board of Directors of the Canada Steamship Lines at its annual meeting of shareholders held in Montreal, Saturday, March 1st.

Charles Gordon-Smith, editor of the Montreal *Herald*, has resigned as a result of the change of ownership. He is a well-known figure in Montreal journalism, having been over twenty years ago city editor of the Montreal *Star*.

Montreal daily newspapermen have formed a trades union under the name of the News Writers' Union of North America. It is affiliated with the I.T.U. The men are gradually joining and now have a majority in all offices.

The Globe

"Canada's National Newspaper"

TORONTO

On this, its 75th anniversary, March 5, 1919, extends through "Printer and Publisher" its warmest greetings to the newspapers of Canada—with the hope that all may continue to prosper, through service, in the days that lie before.

Toronto, March 5, 1919.

The Globe will be pleased to send to any reader of "Printer and Publisher" a copy of its 75th Anniversary Edition which contains the history of The Globe—and no advertising.

Jos. H. Copeman, financial editor of the Montreal *Gazette*, has joined the firm of Greenshields & Company, members of the Montreal Stock Exchange. Mr. Copeman is a graduate of McGill University and was fourteen years on the staff of the *Gazette*, serving in various capacities in the news and editorial departments. For the past seven years he filled the position of financial editor.

Charles Willis Gorman, a well-known printer and life-long member of the International Typographical Union, died at his home, 2020 Cartier Street, Montreal, aged 65 years. Mr. Gorman is survived by his widow and one son, the latter having just returned from England. Mr. Gorman was born at Port Hill, Prince Edward Island, a son of Thos. Gorman, late member of the Legislature of P.E.I. Mr. Gorman had been a printer for fifty years and had worked on United States papers and the papers of Montreal, being for the last twenty-five years on the Montreal *Herald* and *Gazette*.

Maritime Provinces

The Dartmouth *Patriot* have just installed an Intertype machine.

The Royal Print & Litho, Limited, have just installed about $20,000 worth of new machinery, including an off-set press for their lithographic department.

The Halifax *Herald* is having a voting contest amongst the women of Nova Scotia. The winners will receive free excursions over the battlefields this coming summer. Great interest is taken in the voting contest.

P. W. Wilson, of London, England, arrived in Halifax on the "Royal George" on the 20th February. Mr. Wilson is on his way to join the New York *Times*, for which he has been War Correspondent, and formerly held a high position with the London *Daily News*.

The transfer of the headquarters of the Intercolonial Railway to Toronto struck a heavy blow at two of the job printing establishments in Moncton. Two of them were forced to decrease their staffs, much of the railway printing being now done in Montreal and Toronto.

All departments are rushed with work, are in fact inundated. Advertising is unusually brisk and no help is offering to relieve the situation. Despite the fact that the papers advanced their

subscription price at the beginning of the year the *Herald* and *Telegram* still retain their number, new ones making up for the few who discontinued. Much interest is taken in your discussion over the price charged for voters' lists, and comment well received in the paper columns.

A meeting of the North Shore Press Association was held at Chatham, N.B., on Friday, Feb. 14th. President J. E. Benson, of the Chatham *Commercial*, presiding, and R. A. N. Jarvis, of the Newcastle *Advocate*, secretary. There were present H. B. Anslow, vice-president, of the Campbellton *Graphic*; J. L. Stewart, of the *World*, Chatham; C. M. Mersereau, of the Bathurst *Northern Light*, and Mr. Ross, of the *Commercial*. Mr. Jordan, of the *Gazette*, Chatham, and Mr. McWilliam, of the *North Shore Leader*, Newcastle, were unable to be present. Matters pertaining to advertising prices and practice were discussed and a revision of rates agreed to. One publisher had been charging $2.50 for an ad. for which the Government allows $6. The matter of a new price list for commercial printing was handed over to Mr. Anslow, who will submit proofs for revision. A most profitable afternoon was spent, and it was unanimously agreed to hold the next meeting at Campbellton during the summer months when the other publishers would come up by motor as a party and enjoy the unexcelled scenery of the Bay Chaleur and Restigouche.

One of the most novel and successful entertainments of the whole season occurred in the spacious editorial rooms of the Halifax *Chronicle and Echo*. Parties of newspaper folk often travel about for various purposes, but that is a different matter from a newspaper party. The guest of honor was Miss Grace Chipman Crandall, who is severing her active connection with the paper to take up those nearer and dearer ties that after all constitute the main profession of womankind. The "galley boy"—the modern successor of the old-time "printer's devil"—presented the handsome silver-trimmed mahogany tray carrying a silver service, and the presentation speech was made by Mrs. E. M. Murray. The tray bore a silver plate, on which was inscribed: "Grace Chipman Crandall, from the *Chronicle and Echo* staff, in appreciation of happy days spent together." In addition to the silver service, a large envelope reposed on the tray containing a substantial cheque from the management. The programme included remarks from Mr. Pearson, representing the management; also by Mr. A. F. Macdonald, editor-in-chief; Mr. J. L. Gowen, city editor of the *Echo;* and Mr. John H. Mitchell, of the reportorial staff.

When Real Reporting Was Done

E. R. Pankhurst, writing in the 75th anniversary number of the Toronto "Globe" on his recollections of some 50 years ago, states:—

The late Lieut.-Governor Robinson was a great friend of theirs (the reporters) and was always glad to grant them a hearing, supplemented by hospitable entertainment. Strange to say, his liking for them did not extend to the editorial class. When he was fined $5 for knocking an editor into the gutter, he is said to have remarked that the diversion was cheap, and that he would willingly pay a few more fines of the same kind. Lord Dufferin, when Governor-General, was exceedingly popular with the Press. He showed the reporters who accompanied him on his tours through Canada exceptional consideration and attention, and always sent word to the authorities of places visited that he hoped that the reporters would be well looked after at the ceremonial receptions and festivities.

Inventing News Items

My first amusing incident in connection with a reporter's life was when I was summoned to a meeting of "the profession" on a stormy night, when practically all traffic was suspended by huge snow-drifts. I found myself in a comfortable, warm "assembly" room, and it was explained to me that owing to the difficulty of getting about and the consequent shrinkage of "locals," it would be the business of the meeting to invent a few items of news which would be common property. These items, which often revealed much ingenuity and imagination, appeared in all the papers, but with the "facts" set out according to individual taste. At this social exchange no pretence was made of giving away special news, which might result in "scoops," but genuine routine news was often made common property. The inventive powers of the reporters were not always confined to community items. Occasionally some daring spirit would invent for the exclusive benefit of his own paper.

Sausage Trade in Peril

A special of this kind which appeared in 1872 or '73, wrecked, for a few days, the sausage trade. The patrons of "The Mail" were one morning horrified to read that a man had been detected delivering a sack of cats at a place close to the shop of a vendor of pork. It was midnight when this happened and a voice was saying: "This makes the second dozen." The citizens in a day or two came to the conclusion that the article was intended for a joke, but the reporting fraternity were told by the pork butchers that there had been for several days quite a slump in sausages.

Let the Government Act

Winnipeg *Tribune*.—A sort of half-respectable gentility, a veneer of politeness, manufactured smiles, and lots of etc. of the same brand, have covered a dirty mess at our national capital in respect to the civil service. Good men in the service have long protested. The civil servants' official organ has protested. The public servants, doing an honest day's work for an honest day's pay, have cursed the interference of pussy-footing politicians, and the doling out of jobs by characterless party bosses.

The Printing Bureau is an example of Gritism and Toryism, under the old bosses. It is an example of laziness, waste, and a disregard for practically all that is honest and honorable. No man has a right to draw a farthing out of the public exchequer without having given due service therefor. The civil service at Ottawa contains hundreds of loafers and slackers. Respectable public servants hate such a condition of affairs.

Some men have consciences which are easily awakened; others are awakened when a large bomb is exploded in their vicinity. This report on the Printing Bureau should bestir the Union Government to more action; more saving; more efficiency. The remnants of old Toryism and Gritism must be swept away; and one of the worst remnants is patronage. It cursed Canada before the war. It cursed Canada during the war; even up to the front-line trenches. It is not enough to cut out new patronage; the old evils must be eradicated.

The newspaper men who reported on the Printing Bureau have done Canada a service. Let the Government act without delay on their report.

Trotsky Applies For His Old Job

Toronto *World*.—Leon Trotsky, chief Red of Russia, has grown tired of being shot at and having to fight every day with Lenine and makes application for his old job as a writer on the *New Appeal*, a weekly newspaper published in Girard, Kan., where he formerly was employed. It might not be a bad idea to let Trotsky go to Girard and permit the peasantry of the hamlet to work their will upon him. Trotsky was well-known as a trouble-maker in Girard. There is only one hotel in the place, and two girls do the waiting on guests in the dining-room. Trotsky induced them to strike while he was living there. A house in Girard caught fire, and when the citizens turned out and formed a bucket brigade and were engaged in quenching the flames, Trotsky raced about protesting against putting out the fire because the house belonged to a member of the bourgeoise class. The hotel man and owner of the damaged house doubtless are eager to have Trotsky return, and let them have an interview with him. The editor of the Girard newspaper, however, looks coldly upon the Trotsky request for a job. "Let Leon hunt up the kaiser and hobnob with him—that is, if Wilhelm will receive him, which I doubt," said the editor. Trotsky may not be welcome in this country, but still there are folks who would be pleased to meet him. Most of them are carrying hatchets.

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4¼x24	$2.00	10x16	$2.50
6¼x24	2.50	13x21	4.50
9x13	$2.25		

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4-ply	4.00	"	
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6-ply	5.00	"	
8-ply	6.20	"	

Dundee Bristol

WHITE

22½x28½—100 lbs.	$3.80	100	sheets
120 lbs.	4.55	"	
140 lbs.	5.30	"	
160 lbs.	6.00	"	

BLUE, CANARY, CHERRY, GREEN. 22½x28½—100 lbs. $4.20 per 100 sheets.

BLUE, BUFF, CANARY, CHERRY, GREEN, PINK, SALMON—22½x28½—120 lbs. $5.00 per 100 sheets

Record Index Bristol

WHITE

25½x30½—110 lbs.	$5.50	100	sheets
140 lbs.	7.00	"	

BLUE, BUFF, SALMON

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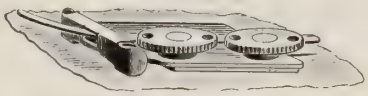

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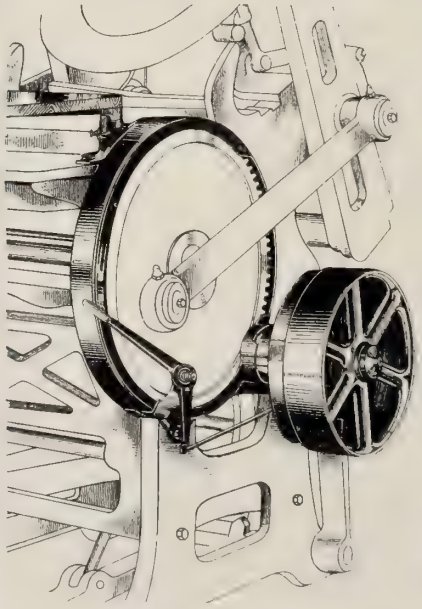

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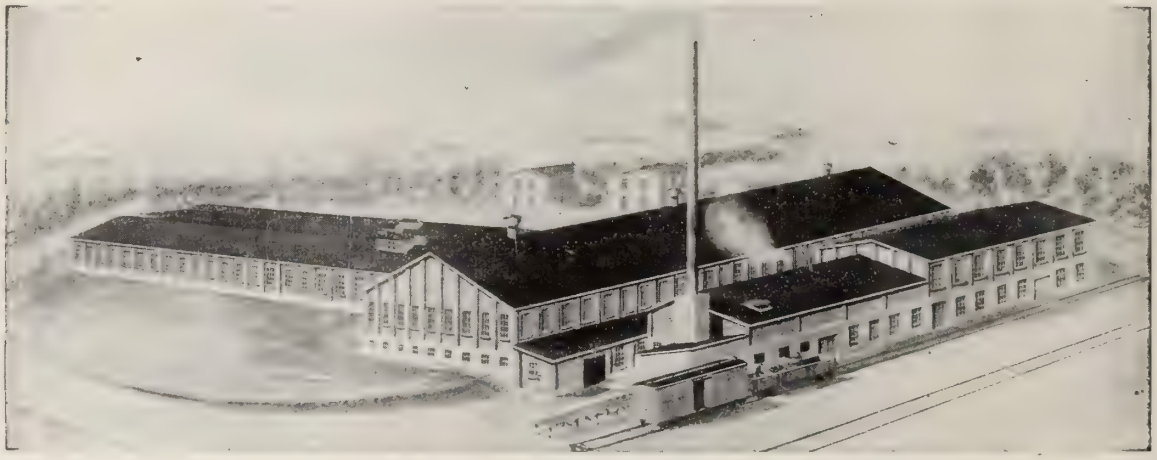

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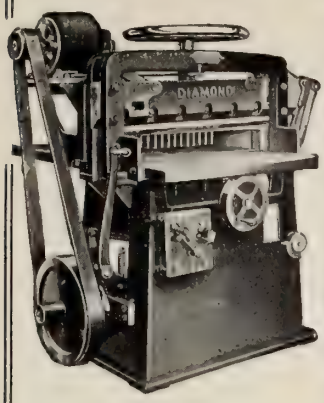

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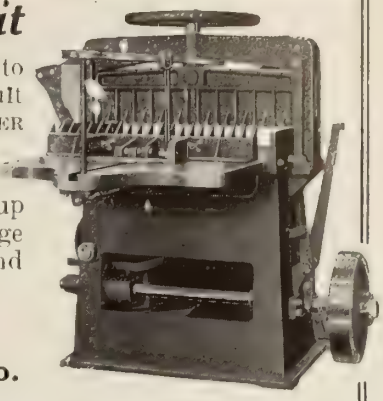

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What is known about the onions is told by Lieut. J. Vernon McKenzie in the course of an article, "Raiding the Rhineland," in MARCH MACLEAN'S. It is an intensely interesting article, telling all about the great reprisal campaign which implanted the fear of war in the German civilian heart.

"NO HOPE FOR THE WETS"

"Already the temperance forces are lined up to stop any possible break in the prohibition dam," writes J. K. Munro, in discussing what is going to happen at the coming session at Ottawa. He predicts that Union Government will hold together, but that the habit it has contracted of promising everything asked is going to make a lively session. He expects:

Dry legislation at the earliest possible moment.
The moral reform forces in control.
No change in the Divorce Law.
Tariff concessions made to the West.

The March number, in fact, is full of live, up-to-the-minute features.
The famous Canadian Ace, Lieut.-Colonel W. A. Bishop is on the cover.

Some of the outstanding articles and stories are:

The Transformation (a new serial)—By Frederic S. Isham.
A Canadian King-maker (the story of Lord Beaverbrook in Britain)—By Maurice Woods.
Fitting in the Returned Soldier—By George Pearson.
The Three Sapphires—By W. A. Fraser.
The Strange Adventure of the Nile Green Roadster—By Arthur Stringer.
Fakers—and Others—By E. Ward Smith.
Lend Me Your Title—By Onoto Watanna.
A Shady Deal—By Archie P. McKishnie.
The City of Lost Laughter—By Mary Josephine Benson.

The Voice of Canada Interpreted

A new department starts in this number given over to summarizing and presenting opinion in Canada on outstanding topics, as reflected in the press. In this issue the department is given over to a careful compilation of opinion on the problems of the returned soldier.

Events of the World in the Remaking

Germany Ready for Trade War
Three-Year Marriages in France
No Solution in Ireland Possible?
Controlling Booze in Britain
Is Czar Still Alive?
Did Dr. Diesel Die?
The Secret British Ferry
The Poison That Didn't
The Problem
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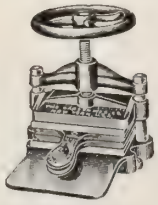

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EQUIPMENT FOR SALE

UNITYPE TYPESETTING MACHINE, LATest design, for sale with quantity of type, 9 point on 10 point body. Set as fast as 2 or 3 men and distributes at same time. Doing good service every day. A bargain. Good reason for selling. Box 635, Printer and Publisher. (p2p)

HUBER PRESS FOR SALE—SEVEN COLumns, 38 x 52; four rollers; front delivery. In good running condition. Apply to the Commercial Engraving Co., Hamilton, Ont.

FOR SALE—GORDON PRESS 8 x 12, IN good condition, with power fixtures. Large assortment of wood type fonts, extra good font typewriter type. Amalgamation of papers reason for selling. The Aylmer Express, Aylmer, Ont.

$500 GETS YOUR CHOICE OF SIX MERgenthaler linotypes, model 1, used by the Chicago Herald until its recent merger with the Examiner; will set 5 to 11 point one-letter type up to 14 ems wide; good working condition. Price $500 each. Early buyer gets choice. Fantus Bros., 525 S. Dearborn St., Chicago, Ill. (p4p)

PRESS BARGAINS — GORDON, THIRTEEN by nineteen inside chase, power fixtures, $75; Westman & Baker No. 1, $50; nineteen inch interlocking cutter, $42; slightly used triple and newspaper cases. 50c each. Waverley Press, 1860 Queen St. East, Toronto.

SITUATIONS VACANT

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 68 Temperance St., Toronto.

WANTED—SOLICITOR FOR UP-TO-DATE job printing plant. One who can estimate and handle stock preferred. Apply stating wages. Review, Peterborough. (p2p)

WANTED — FIRST-CLASS JOB COMPOSItor, capable of handling factory forms, book headings and loose leaf work. Apply Box 641, Printer and Publisher. (p3p)

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto.

SITUATIONS WANTED

SUPERINTENDENT OR MANAGER—PRACtical printer, thorough knowledge of buying, estimating, newspaper and job preferred. Open for position May 1st. Address Box 640, Printer and Publisher. (p4p)

EDITOR AND MANAGER—YOUNG MAN who has acted as printer, advertising solicitor, reporter and at present is news editor and editorial writer of a small Canadian daily, wants position at the helm of a daily newspaper. He can make and keep friends for the paper and believes his ability to minimize expenditures is offered better scope in the managerial field than the editorial room Write Box 636, Printer and Publisher.

ADVERTISING MANAGER, HAVING COMpleted three years' military service overseas, seeks opportunity with well-established daily. Long pre-war connections with Eastern and Western papers and personally acquainted with most advertising agencies. Good organizer, strong initiative and driving power. First-class record. Box 632, Printer and Publisher. (p2p)

EQUIPMENT WANTED

WANTED — SMALL HAND LEVER PAPER CUTTER. MUST BE IN GOOD CONDITION. APPLY BOX 639, PRINTER AND PUBLISHER. (ptfp)

TRANSLATIONS

ENGLISH INTO FRENCH AND VICE versa. Advertising Booklets, Technical literature, Catalogues, Circulars, Posters, Commercial and other Correspondence. Why not secure Expert Service at once? It saves time and avoids unpleasantness arising from unsatisfactory translations. Moderate rates, including proof-reading. Correspondence especially solicited from Printers and Advertising Agencies. Léon A. Archambault, P.O. Box 135, Station B, Montreal.

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

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ENDURANCE ROLLERS

Mr. Printer:

What are you going to do to overcome Roller troubles this coming Spring and Summer?

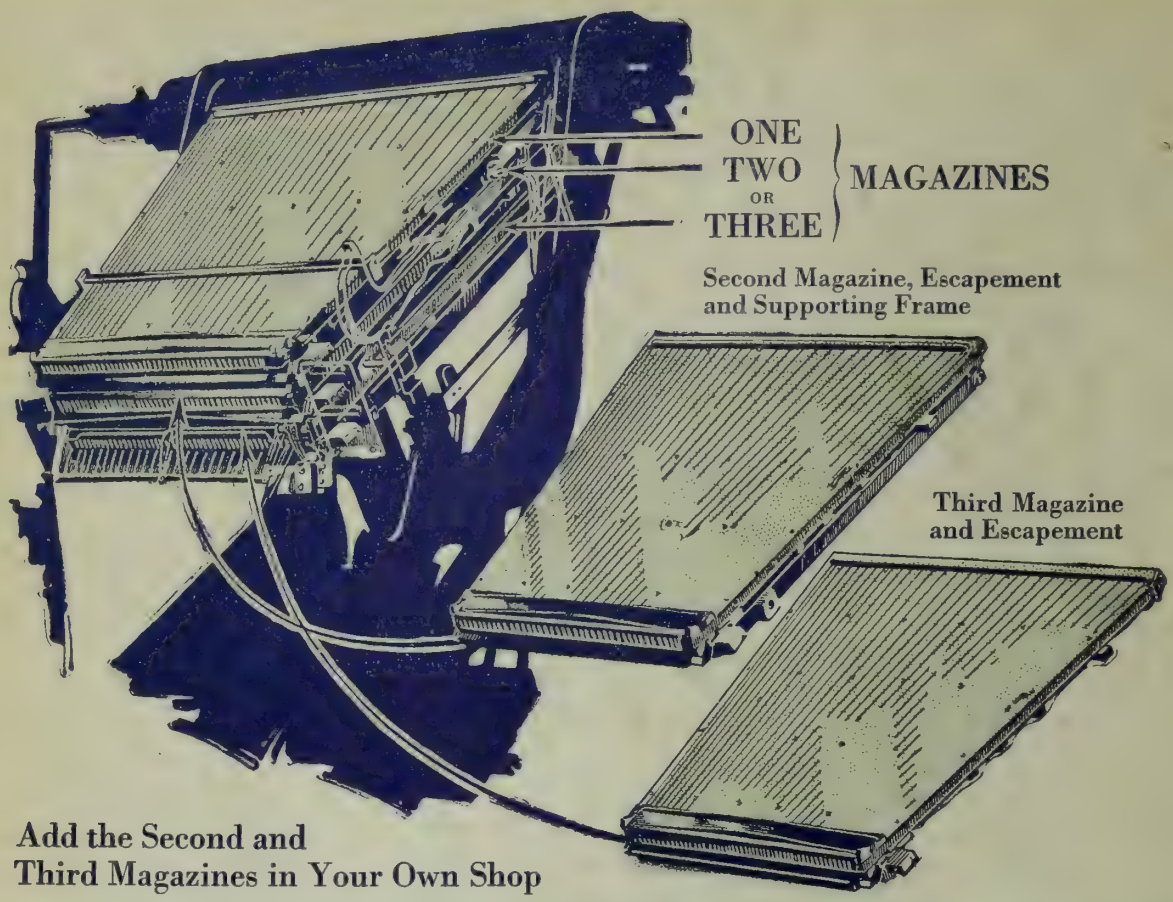
Why not Endurance Rollers?

They positively *endure* the wear and tear of the ordinary press-room, under any condition, better than any other Roller on the market.

If you are looking for Roller efficiency try them. You only can be the judge.

THE AULT & WIBORG CO.
of Canada, Limited

MONTREAL TORONTO WINNIPEG



You Can Start Your Linotype with Only One Magazine

No new framework to add; no old parts to dismantle and discard; no assistance required from an expert machinist. Your own operator can make this simple change easily in less than an hour's time in your own composing room by merely adding the magazine and its accompanying escapement. Send for particulars.

If You Want Your Composing Machine to Grow with Your Business
Buy The LINOTYPE—The Machine That Lasts

CANADIAN LINOTYPE LIMITED

68 Temperance Street, Toronto

MERGENTHALER LINOTYPE COMPANY
NEW YORK, U. S. A.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 So. Wabash Avenue

NEW ORLEANS
549 Baronne Street

This Advertisement is Composed Entirely of LINOTYPE *Material*

PRINTER & PUBLISHER

for APRIL, 1919

PUBLISHED MONTHLY BY THE MACLEAN PUBLISHING COMPANY, LIMITED, TORONTO .. .. .. SUBSCRIPTION PRICE, $2.00 PER YEAR

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

Keep Down the Cost

and Give Better Satisfaction to the Customer

FIBRESTOC COVER

Made in Canada

TRADE MARK

This design a guarantee of quality

TO the printer who prints catalogues, booklets, folders, inserts, post cards, envelope fillers, etc.—let us help you to keep down the price and increase the satisfaction of your customer.

Use FIBRESTOC COVERS. The reliability and adaptability of these covers, coupled with their moderate price make them the most profitable line you can use.

FIBRESTOC is classy in appearance and has exceptional strength and wearing qualities behind it.

Folds evenly and embosses deeply.

The color range is wide and permits of the most attractive effects in colored inks.

The first appeal of a catalogue or booklet lies in the cover. FIBRESTOC is a cover that instantly appeals to the eye. *Samples for the asking.*

Made in Canada by

CANADA PAPER CO., LIMITED

WINDSOR MILLS, P.Q.

Distributed by

Hamilton, Ont. - - Buntin, Gillies & Co., Ltd.
Montreal, P.Q. - - Canada Paper Co., Limited
Quebec, P.Q. - - - - - - - - L. P. Turgeon
Toronto, Ont. - - - Canada Paper Co., Limited
Vancouver, B.C. - Smith, Davidson & Wright, Ltd.
Victoria, B.C. - Smith, Davidson & Wright, Ltd.

Other Good Covers

Wove Mill
Cashmere
Derby
Tinted Art S. C.
Tinted Art Suede

COLORED PAPERS OF ALL KINDS A SPECIALTY

"DOMINION"

BLACK INK

Used in Canada wherever Good Printing is Done

ONLY MANUFACTURERS *of the Famous*
NON-OFFSETTING HALF-TONE BLACK

Dominion Blacks Dry With a Lustre

VICTORY BLACK

This ink dries at once and you can back up a form immediately.

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

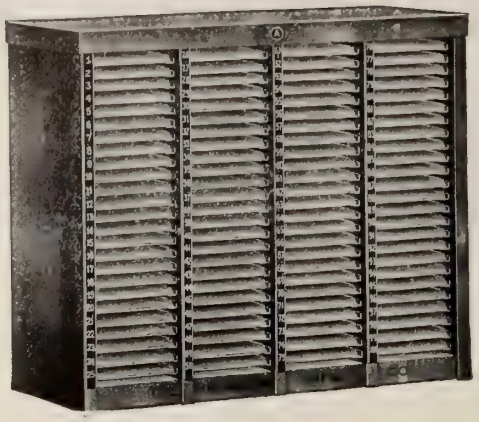
128-130 Pears' Avenue, Toronto, Canada

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice *Manager for Eastern Canada*
128 Bleury St., MONTREAL
Phone Main, 5124

PRINTER AND PUBLISHER, April, 1919. Vol. 28, No. 4. Published monthly at 143-153 University Ave., Toronto, by the MacLean Publishing Co., Ltd. Yearly subscription price, $2.00. Entered as second-class matter at the Post Office Department at Ottawa, Canada. Also entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, N.Y., U.S.A., under Act of March 3rd, 1879.



PAGE STORAGE

An Ever Present Problem in the Composing-Room

The illustration shows a unit style galley cabinet for storing pages on galleys ; one of the most useful pieces of equipment ever designed for the printer.

The unit galley cabinet is only one of many forms of cabinets for storage of this kind. We also supply imposing-tables in convenient sizes, either completely equipped with galley storage space or with one side devoted to lock-up materials and the opposite side for galley storage, which makes an ideal arrangement.

Another convenient form of storage is in the shape of galley trucks on easy moving casters, which is especially desirable in the larger book and catalog offices.

Send for complete illustrated circular of galley storage appliances. Mailed free on request.

The Hamilton Manufacturing Company

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern. J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St.; Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

FALCON PRESSES
AND
BOOKBINDERS' MACHINERY
At Real Bargain Prices

The numerous Falcon Presses in use in this country have proven real money-makers, so much so that some printers are using as many as six of them in their plant with wonderful results. We have the following rebuilt Falcons in stock, which will be sold at low prices:

S. H. 2083—9 x 13 Cap Folio Falcon, Individual Grippers.
S. H. 2112—10¼ x 15½ Crown Folio Falcon, Individual Grippers.
S. H. 2125—10¼ x 15½ Crown Folio Falcon, Individual Grippers.
S. H. 2169—10¼ x 15½ Crown Folio Falcon, Gripper Bar.
S. H. 2254—10¼ x 15½ Crown Folio Falcon, Gripper Bar.
S. H. 2126—12½ x 18¾ Demy Folio Falcon, Individual Grippers.
S. H. 2121—12½ x 18¾ Automatic Demy Folio Falcon Individual Grippers.
S. H. 2195—12½ x 18¾ Automatic Demy Folio Falcon, Individual Grippers.
S. H. 2206C—12½ x 18¾ Automatic Demy Folio Falcon, Individual Grippers.

Bookbinders' Bargains

6—Sanborn Lever 4-Rod Standing Presses, platen, 16 x 24, opens 49 inches.
5—Hickok Lever 6-Rod Standing Presses, platen, 20 x 28, opens 50 inches.
4—Sheridan Lever and Pawl, 6-Rod Standing Presses, 20 x 28, opens 50 inches.
1—Dexter Bundling Press.
3—Crawley All Iron Hand Bundling Presses.
2—No. 1 Smyth Case-making Machine.
1—No. 2 Smyth Case-making Machine.
1—Smyth Casing-in Machine.
3—No. 7 Brehmer Wire Stitchers, 3/16 inch, hand and foot.
1—No. 2 Perfection Wire Stitcher, to ¼ inch, power.
1—No. 4 Perfection Wire Stitcher, to ½ inch, power.
1—No. 4A Brehmer Wire Stitcher, to ¾ inch, power.
1—Morrison Power Stitcher, style F. flat and saddle up to ½ inch.
1—Morrison Power Stitcher, style G, up to ⅞ inch.
1—Monitor Latham No. 1¾ Sticher, up to ½ inch, with 220 D.C. motor.
1—No. 12 Perfection Stitcher, ⅜ to 1½ inch, belt power.
1—No. 21 Brehmer Stitcher, with 4 heads for 4 stitchers each operation, ½ inch.

These machines are thoroughly rebuilt and are guaranteed for all practical purposes to be as good as new.

Numerous other Stitchers, Folders, Job Backers, Die Presses, etc. all to be sold at
REAL BARGAIN PRICES
We need the space and at our prices these machines sell rapidly.

TORONTO TYPE FOUNDRY CO., LIMITED

Cor. York and Wellington Sts. TORONTO
201 Beaver Hall Hill MONTREAL
175 McDermott Ave. E. WINNIPEG

PAPER SALES LIMITED
TORONTO

Coated Card Boards and Specialties

Post Cards, Railroads and Car Sign Boards

Regular sizes always carried in stock at our mill, ready for immediate shipment.

We believe these lines to be the finest quality of coated blanks on the market to-day.

Your Enquiries Solicited.

SERVICE!
SERVICE! SERVICE!

"QUALITY AND SERVICE" have been the motto by which we have established our business on its present footing, and as a further effort towards "SERVICE" we are pleased to announce that we have opened a branch warehouse at

64 John St. North, Hamilton, Ont.

under the management of our Mr. C. W. Paull, where we intend carrying a full and complete stock of all lines carried by us at our Toronto warehouse.

We intend filling all orders received from the City of Hamilton and surrounding territory from our Hamilton stock, and can assure our many friends and customers that our motto, "SERVICE AND QUALITY" will always be kept in mind by us in our effort to please them.

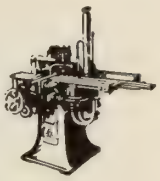
UNITED PAPER MILLS LIMITED

64 John Street North
Hamilton, Ont.

66 Temperance Street
Toronto, Ont.

Why Fool Yourself About Costs?

BARNUM MADE BIG MONEY BY FOOLING THE PEOPLE, BUT YOU CANNOT MAKE ANY MONEY BY FOOLING YOURSELF ABOUT MONOTYPE COST AND SAVINGS



The Monotype has revolutionized composing-room methods and it will only be a short time before the Non-Distribution System will be in general use.

Because of its versatility the Monotype is able to supply all the type and material needed by the hand composing room, thus eliminating the big cost of depreciation on type bought outside.

This type and material is made so economically that it does not pay to distribute it, and it is therefore recast after one use. This eliminates the high cost of distribution.

In making this material the Monotype caster increases the number of its productive hours and becomes practically 100 per cent busy. This cuts down the cost per hour of Monotype composition to the minimum.

These are facts, but they are not as well known as they should be because printers have not kept pace in their cost finding with the progress of the Monotype; for this reason the published reports of hour costs still represent a mixture of distribution and non-distribution plants, which is not only misleading but very apt to cause the printer to lose business by making wrong prices.

When the Caster costs are correctly kept there is found a considerable number of hours that have been used in making type and material for the hand room. This is then charged to the hand room at the Caster Department hour cost and *credited* to the Caster Department. The result is that the actual Monotype composition cost is a surprise—it is found to be so much lower than appeared from the mixed statements formerly given.

The Caster time charged to the hand room is not an additional burden, but as stated above, replaces the fixed charges on the discarded type equipment and the purchases of sorts and renewals. This alone would be a saving, but it is not all. The abundance of material and absence of all distribution and picking make every hour of every compositor a productive hour, and so reduce the hour cost for hand composition.

These Savings Are Real

The reason they are not known to all printers is that numbers of Monotype users have never troubled themselves to discuss their cost figures, and have failed to give the caster credit for its work in type and material making.

Lanston Monotype Machine Co., Philadelphia

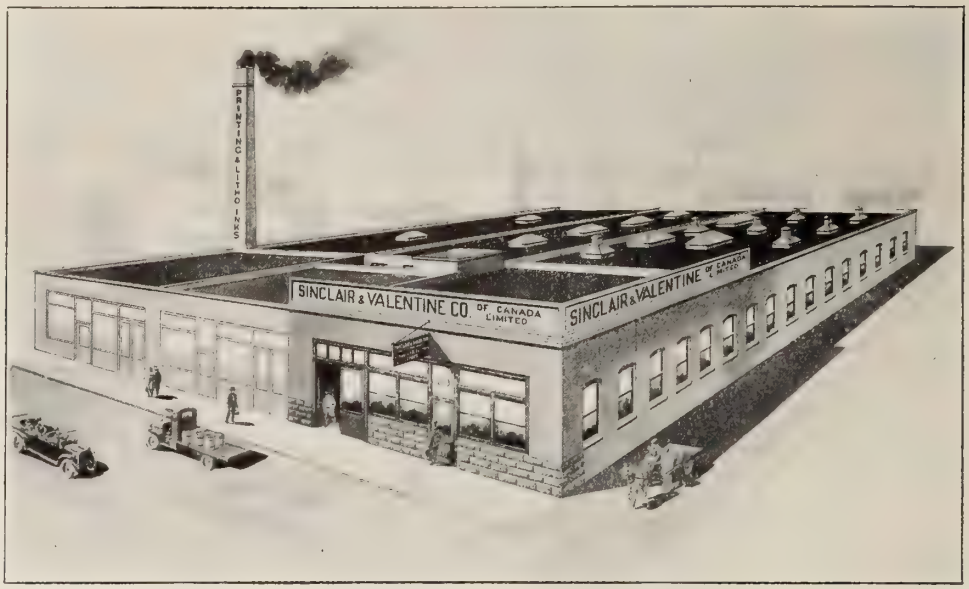
NEW YORK BOSTON CHICAGO TORONTO

Monotype Company of California, SAN FRANCISCO

216

This advertisement is composed in Monotype Nos. 118 and 1181 Series and Monotype Rule

SINCLAIR &



The Home of the Best Inks and Rollers for High-Grade Printing

"High Grade"

PRINTING INKS

Choose well your ink—in it lies the power to "make or break" that job. Thirty years of practical manufacturing experience and thirty years of "inside" printing knowledge has made SINCLAIR & VALENTINE INK the best selection for fine printing.

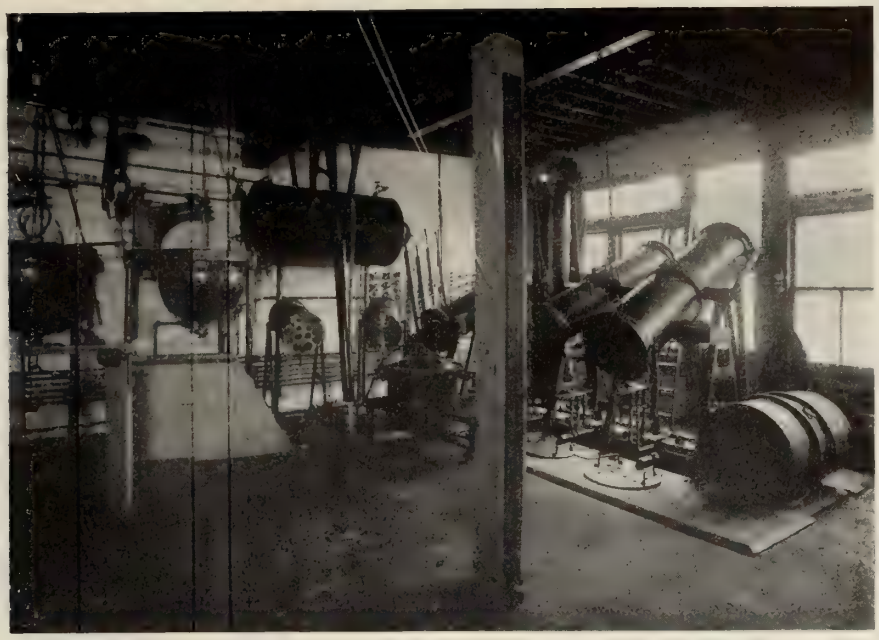
Use stock inks wherever possible. You'll find them more economical.

S. & V. Inks and Rollers Form a Happy Combination—Use Both

SINCLAIR & VALENTINE CO.

WINNIPEG

VALENTINE



S. & V. "gun battery" in which every unit is aiming for better presswork

"Quality Brand"

ROLLERS

The better the roller, the quicker, more efficient and profitable the press work. Use S. & V. "Quality Brand" Rollers. The **quality** that you ought to have in your rollers is assured by the **quality** of the materials of which S. & V. rollers are made. A large battery of modern roller-casting guns operated by the most expert roller-maker in Canada enables us to meet all demands promptly and efficiently. **Place your order now for summer rollers.**

"Quality Brand" Padding Gum

S. & V. "Quality Brand" Padding Gum spreads easy, holds the paper and sets as soon as padded. A trial order will convince you of its merits.

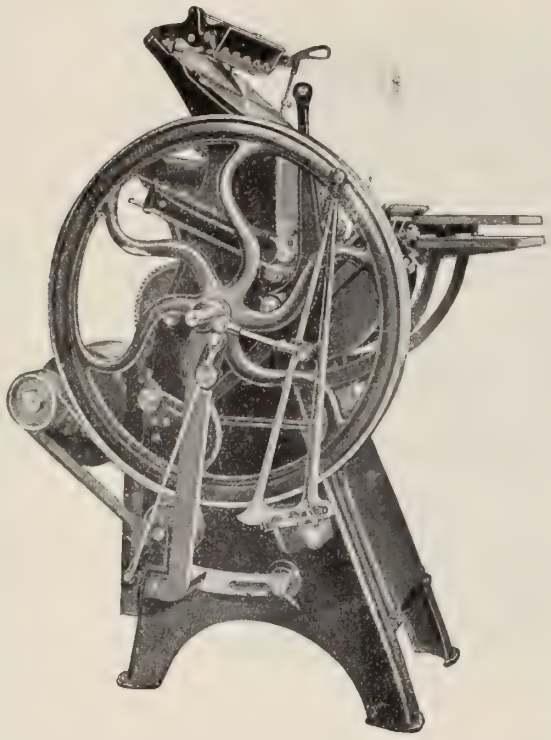
OF CANADA, LTD., 233 RICHMOND STREET WEST TORONTO

MONTREAL

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS



Six Strong Points of the Pearl Press

1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. **Easy Operation**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. **Durability**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. **Strength**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. **Noiseless**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. **Cost**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

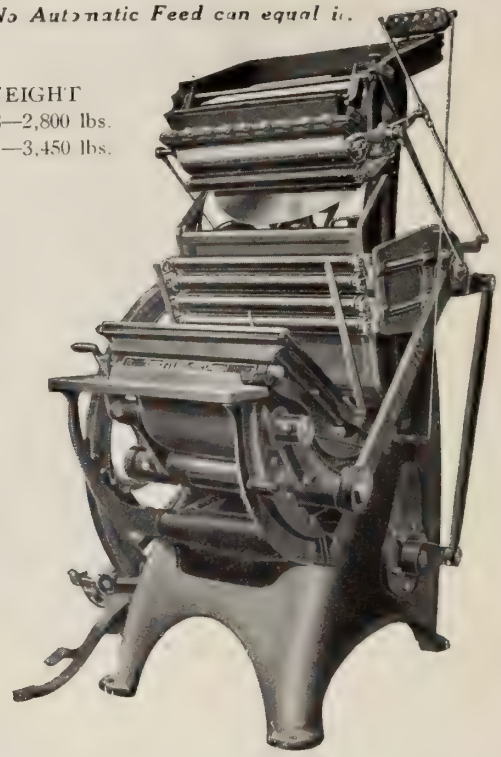
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is
a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutter and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

ANNOUNCEMENT

The Seybold Machine Company of Dayton, Ohio

WISHES TO ANNOUNCE
THE PURCHASE OF THE ENTIRE BUSINESS OF

The Oswego Machine Works of Oswego, N. Y.

(Including Good-Will, Patents, Trade-Marks, Drawings, Patterns, Records, Etc.)

In addition to the well-known, extensive line of Seybold Machinery, Oswego, Brown & Carver and Ontario Cutters will be built in Dayton.

With the superior Manufacturing, Sales and Service Organization of The Seybold Machine Company, the many friends of Oswego Products are assured the same high quality of construction and very superior service. It is the earnest desire of The Seybold Machine Company to co-operate with the present users of Oswego, Brown & Carver and Ontario Cutters and to serve them to the best of their ability.

The Seybold Machine Company wishes to take this opportunity to express to their many friends and patrons their deep appreciation, not only for their liberal patronage, but also for their suggestions and criticisms, which have made for a better product, therefore making the present move possible.

All inquiries for Seybold, Oswego, Brown & Carver and Ontario Cutters should be addressed to the Main Office or to the nearest Branch or Agency.

THE SEYBOLD MACHINE COMPANY

Main Office and Factory, DAYTON, OHIO, U. S. A.

Branches and Agencies:

CHICAGO NEW YORK TORONTO ATLANTA SAN FRANCISCO WINNIPEG

AGENTS IN CANADA:

THE J. L. MORRISON CO. 445-447 KING ST. WEST. TORONTO, ONT.

UTILITY-ACCORD

Is Well Named

IT accords with utility. It perfectly harmonizes with many uses. For house organs, booklet and catalog covers, it has few rivals.

UTILITY - ACCORD is made in seven rich shades that lend themselves readily to desirable color combinations.

UTILITY - ACCORD is now offered in 20x26-65 lbs.; 20x26-130 lbs., and book paper 25x38-60 lbs.

We will mail you sample sheets if desired.

Niagara Paper Mills

Lockport, N.Y.

The Pressman Smiles!

Because he gets the best results when he uses

SUPERFINE LINEN RECORD

The customer smiles, too, because his stationery on such a paper properly reflects his pride in his business.

Superfine Linen Record excels in every feature of the best bond paper. Get a sample and put it to the test.

GRAND PRIX PARIS 1900

OTHER STANDARD
"ROLLAND QUALITY" PAPERS

CANADIAN LINEN BOND
EARNSCLIFFE LINEN BOND
EMPIRE LINEN BOND
COLONIAL BOND AND MOUNT ROYAL BOND

Samples on Request.

Made in Canada by

The Rolland Paper Co.
Limited
Montreal, Canada

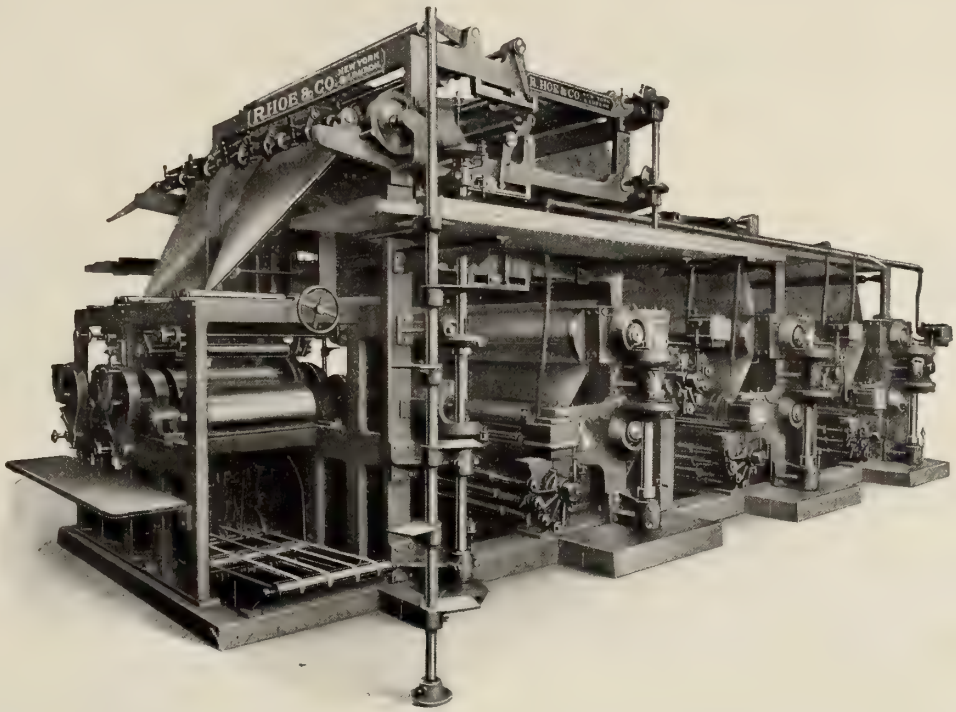
High-Grade Paper Makers Since 1892

Net Output is What Counts

In these times of high costs and heavy operating expenses, economy and efficiency are the prime requisites of success.

Hoe presses give the maximum net output and combine quality with quantity of product, thus relieving the publisher of pressroom worries and insuring the highest efficiency and greatest economy in newspaper production.

Hoe New Model Superspeed Low-Type Unit Press



The Speediest and Most Efficient Newspaper Press Made

Running Speed as a Sextuple:

80,000 or more papers per hour of 4 to 12 pages.
40,000 or more papers per hour of 14 to 24 pages.
20,000 or more paper per hour of 28 to 48 pages.

New and Distinctive Features:

Improved Ink Distribution and Patented Ink Pumps, Doing Away with Ink Fountains and Ductor Rollers; New Design Plate and Impression Cylinders with Special Bearings, Reducing Operating Power to the Minimum; Cylinder and Main Gearing of New and Special Construction; Independent Vertical Driving Shafts for each Printing Unit; Improved Folder Drive; also the Hoe Rotating-Blade High-Speed Folding Mechanism, Quick-Acting Plate Clamps, Locking Roller Sockets and other Hoe Patented Improvements.

All Parts Readily Accessible From Floor; Extra Heavy and Rigid Construction Throughout.

R. HOE & CO.

504-520 GRAND STREET NEW YORK

CHICAGO, ILL., 544-546 South Clark Street

BOSTON, MASS., 7 Water Street

LONDON, S.E., ENG., 109-112 Borough Road

Seasonable Rollers

Will Prevent Trouble

Don't wait until you are up against it—get your cores ready now and specify—

Summer Rollers

from

Manton Bros., Toronto

Manufacturers of Litho. and Printing Inks

Branches at Winnipeg and Montreal

L. S. DIXON & CO., LTD.

British Papers of all kinds

Stereo Papers a specialty

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Printing Papers

From the first handling of the raw materials to the number of nails in the case every process in the manufacture of **Warren's Standard Printing Papers** is attended by tests for folding, tearing, breaking, weight, thickness, etc., to prove that the paper is being made up to the **Warren** standard.

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Sole Agents in Canada for

John Dickinson & Co., Limited

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WRENN'S PORCELAIN BLOTTING

These are the Blotting Papers "de luxe" for advertising purposes. Large stocks carried in a pleasing variety of colors.

Samples and quotations furnished on request.

Suppose you distribute a few thousand Blotters and watch results!

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PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

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Ask us to explain how our Co-operation with our Quality and Service can help you

have in two and one-half years built up the finest envelope business in Canada. Also a fine foundation for what we expect will some day be the largest.

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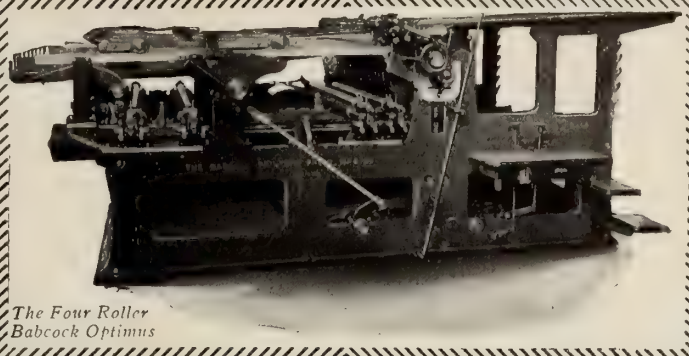
UNIVERSAL EQUIPMENT

B B



The Four Roller Babcock Optimus

ECONOMY

To Manufacturers of Printed Work; —Everywhere.

With manufacturing facilities more than doubled, we hope to meet promptly the increased demand for Babcock Universal Equipment Presses, and to maintain, as nearly as possible, a faultless standard of service.

The desire, on your part, for the greatest possible high grade production at the lowest operative cost should bring us together.

The Babcock Printing Press Mfg. Co.,
New London, Connecticut.

SERVICE

Plant of
THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
New London, Connecticut New York Office, 38 Park Row

The Future of Printing

By EDGAR E. NELSON
Secretary of the Boston Typothetae Board of Trade

IN my opinion the prospects were never so bright as now. When the war came on, the printing industry was the first to feel a reduction in volume on account of the withdrawal of advertising matter, but now that the war is over I believe the printer will be the first to feel the new prosperity. To readjust business to a peace basis will require large volumes of printed matter. Manufacturers will require catalogs, booklets, price lists and all sorts of advertising literature to go ahead of the salesmen.

Some of the larger banks have already begun establishing branches in foreign countries. They must have an introduction. Here is one source of business for the printer.

Many of the larger businesses are showing a desire to develop foreign trade along with their original domestic business. Here is almost a limitless field for the printer to "scheme up" adaptable advertising matter to help him succeed.

The shoe manufacturers are sending a delegation to Europe to "spy" out the land. They will undoubtedly bring back such a favorable report that salesmen will "follow in their wake" and they must have printed matter to advertise the fact.

Another source of printing, it seems to me, would be house organs which could be so written up as to serve a double purpose; that of creating harmony among employees, and friendliness with the employer, and also sent out to the trade as an advertising medium for business. This is a field almost wholly undeveloped.

Stores will undoubtedly put in many new lines of goods after the war and these new goods will have to be advertised. It will not, by any means, be all newspaper advertising. Booklets and folders can be obtained if we go after them.

Printers are going to need wide-awake sales departments from now on to gather in the line of business I have been speaking about, and the United Typothetae of America has sensed this and provided an exceptionally good Sales Training Course that is now being used to instruct classes in almost all local printers' organizations over the United States and Canada. We must train men to handle development printing. It is going to be a big game and we should arouse ourselves to grasp the most wonderful opportunity that has ever come to our industry.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Are You Giving the Apprentice a Square Deal?

He Ought to Be a Well-Finished Mechanic

REFERENCE has frequently been made to the few apprentices that are entering the printing trade. The story is much the same all over the country, and the remedy does not appear to be with us. The war has had a very unsettling effect on industry, and it is going to take some time to get over it. For the period of the war it was possible, in many case, to find boys securing wages in munitions shops that would formerly have been splendid pay for men who had served their time and were skilled in their respective trades. It is difficult for a boy or a young man to drop from the level down to where he has to work fairly hard for a few dollars a week in order that he may learn a trade. There is no other way to learn a trade though, and sooner or later this will have to be recognized.

Are the shops to-day giving their apprentices a real training, one that will fit them to handle any proposition that may come up in the office. Or are they using them merely to make money? How many apprentices, for instance, when they are out of their time, know how to sit down and figure out the cost of a job intelligently? They can probably tell you the price of envelopes, of letterheads, of posters and dodgers, or how much per page the office charges for prize lists or voters' lists. But that is nothing. A person could get those figures in half an hour, and the stranger to the business could quote them just as glibly as the man in the trade.

Where Estimating Counts

Some day there is going to come to the office a wad of copy, a man with an idea of what he wants, and a vague idea of how it should be done. He is going to throw all this copy on the counter, ask you how much it is going to make, and how much you will charge for printing and binding 500 or 1,000 copies. Where are you going to be then? Your little rule of thumb that tells you the price of envelopes and paper, of posters and of labels, is not going to come to the rescue at all. You are going to tell the man that you will have to go over the copy carefully and you will let him know what the job will cost. Well, supposing you do go over the copy, can you tell what that composition is worth, and what you should get to make a fair profit, what the stock is worth, how many will cut from a sheet of paper, if you can have it out in two weeks or a month? If you can do this intelligently and protect your office and land the business at the same time, you are on the right road.

But, honestly, how many are there when finishing their "time" can do this work. There is something wrong about the phrase "serving his time," when it is applied to the apprenticeship business. It smacks too much of men who visit Kingston and Burwash for stated periods, and if the training of an apprentice is not entrusted to a foreman who has some enterprise and vision, the roller-washing period of probation can well be called "serving his time." There are scores of apprentices who were never taught how to estimate. There are hundreds of printers to-day who can not give an intelligent price on a piece of work that is new to them. They could not go out and sell printing and know for sure that they were not losing money for the firm they represented. They were never taught this very important branch of the trade, and that they have never taken the trouble to acquaint themselves with it since.

But They Don't Need It

But, you say, what has the linotype operator, the make-up man, the floor man, got to do with the business of estimating? They have no reason to touch this branch of the trade at all. Perhaps not, and perhaps yes.

Who should be coming along as the editors and owners of the weekly papers of the country? The journeymen printers. There are scores and scores of these who have thought a good many times about going into business. They know they can get enough cash to make a start, but they hesitate. Why? They are not masters of their own business. They do not know how much it would cost them to produce a given amount of advertising. They do not know how much it would cost them to turn out their paper. They cannot intelligently estimate how much real money there is in a circulation list. If they did know these things there would be more of the capable, brainy journeyman printers going out and making a start for themselves, and making good after they had made the start. They have heard it said that so-and-so has a "good thing" in his paper, and that some other person cleaned up a nice bunch of money since he went into business. These reports may be correct and they may be a mile wide of the mark. The training of the apprentice should make it possible for him to analyze the situation and know for himself what the prospects are for success.

The suggestions above are not one bit more exacting than those set up before boys who are entering other trades, and as soon as the boys of the community begin to see that the training they receive in the office of that town is going to make them masters of the situation, they are going to have a keener and a more wholesome interest in the opening there for an apprenticeship.

Do Not Deserve Apprentices

There are shops in this country that do not deserve to get any apprentices. They have little or nothing to offer for the four years at rather low wages. The writer can recall cases plenty of them, and so can the reader, where all the training that used to be done in three or four years could have been given to any intelligent lad in a year. The boy who comes to your office is apt to be bright or slow in some degree at least, just as your office is bright or slow. No apprentice that I ever heard about ever grew enthusiastic over the washing of rollers or sweeping the floor or folding papers at midnight on Wednesday. The foreman printer has a great chance to work with the ap-

prentice, and yet how many foremen are there who are willing that the apprentice shall have access to everything he knows? Foremen may have changed since the apprenticeship days of the writer, but he can well recall the secrecy that used to be built and barricaded around all the so-called secrets of the trade that the foreman had learned. He was given to understand that some day he could go out in the world and learn how to do all these things, and that after wandering all over he would then be considered good enough to cash in on it all by becoming a foreman of a country office at the magnificent sum of seven dollars a week, cash, or four and your board at the boss' house.

How It Worked Out

Here is a case that was related to me not over a week ago by a man who is now a well-known publisher in the daily field. He learned his trade in an Ontario town, and was in his last year when the foreman quit on an hour's notice and left town. A few days afterward there came an order from one of the hotels for their usual supply of printing which came in about every three months, envelopes, stationery, etc. "It was to be done," said this publishers, "in two colors, green and brown. The work was taken in because I was afraid to say that I could not do it. I wanted to be the foreman of the office and wanted to make good before they sent away for another man, but do you know that of all the color work that had gone through that office, although I had put in my whole four years, I had never had my hand on a line of it, I had tried to watch the foreman doing it, and had seen enough, despite his vigilance, to know that he set the whole job up first and then took out the parts for the second color, and so I went at it. It was on a Saturday that I started, late in the afternoon. I came back after supper, pulled down the blinds, and by four o'clock Sunday morning I had printed one hundred two-color envelopes that were presentable. The other four hundred had been used in experimenting until I got the thing right. By Monday night the hotel had all its order filled and I was well aware of how two-color work was done. How much better it would have been for that foreman to take me and explain a little at a time, how color printing should be done? It would not have injured his earning capacity, but it might have helped mine. It was really a case where holding on did not make him rich, neither would giving away have made him poor."

What Some Publishers Think

In a recent issue of the Acton *Free Press* there was given a list of forty-three apprentices that had gone through that office since it was founded. How many papers could furnish such a record? The Acton paper was also able to give the present occupation of each one, and it must be gratifying to the publisher of the paper to see how well a number of the graduates of that office have done. H. P. Moore, editor and publisher of the *Free Press*, speaking of the apprenticeship question, stated to PRINTER AND PUBLISHER:—

"Apprentices to the printing business should be treated as pupils registering at a school of typography, and be treated as pupils, not as chore boys brought in to fill a gap when an exigency occurs in the printing office. Over forty graduates have gone out from this office during my term as manager. Every one of them entered into a written agreement as to his duties, the wages he was to receive, and the term of service—four years. The parent or guardian in all cases was a party to the agreement. Of these forty graduates, nearly every one of them has made a success of his lifework, is a man of influence in his community, and is either in business for himself or holds a foremost position in the institution where he is employed.

"All-round printers can only be made in an office outside the cities. In the cities no printers are made. Only specialists are there educated. A boy in a city office is a machine compositor, a job compositor, a stone hand, a pressman, a feeder, or a proof reader. In the country office he is drilled in all these, if the office where he is apprenticed is a real printing office and the interest due him is taken with the apprentice.

"In the office outside the city the apprentice is personally known to his employer, and if the proprietor does his duty he will have some oversight of the young employee, not only during working hours, but during his hours of leisure. He will encourage him in the formation of upright character, gentlemanly demeanor and good habits.

"Personally, I may presume to say that one of the comforts of my daily experience after forty-one years in charge of a printing and newspaper business, is the receipt of very warm letters from old-time apprentices, scattered over Canada and beyond, giving particulars of business successes and public service of value to their fellows.

"Of course, times have changed, and changed rapidly the past few years, and the apprentice problem may be more difficult now, but at all events, when apprentices are engaged there should be an honest effort on the part of the management of the office to give them a fair chance, with intelligent tuition, and a reasonable oversight in the matter of the formation of character and business methods."

The Simcoe *Reformer* has turned out good printers, and judging by the appearance of the paper it must have some good printers left on its staff. But apparently H. B. Donly has some doubt about the future of the business. Whether the Bolsheviks of Simcoe are after his shop he does not say, but he is ready to admit that the crop of apprentices is short in his field.

In the old days," said Mr. Donly, "when a journeyman printer could be hired for seven or eight dollars per week, and an apprentice for twelve York shillings, perhaps the latter did not use up enough of the former's time to make the apprentice unprofitable. But he does now.

"However, conditions cannot be alike all over your constituency. Here boys in their "teens" want men's wages, and only once in a while will one consent to admit into the calculation, any allowance for his tuition. Personally, we have come to employ a porter, on whom devolves all the "chores" usually constituting the "devil's" duties for his first year or two. When the lad we have now, well on in his third year, finishes his "time," he will not have a successor.

"This, of course, overlooks one phase of the problem, that of keeping up the supply of journeymen. But in forty years I feel we have done our share in that respect. And in the dream alliance between employer and employed, that is to succeed the present social order, the handing on of the crafts, will be taken care of in some other way than by shop-taught apprentices."

There are places where the question of an apprentice around the premises is serious. For instance B. Lane, editor of the Leamington *Post-News*, puts it this way:—"Our experience in a nutshell is:—Apprentices are unobtainable."

Back to the Land

Ex-Air Mechanic: "Seems to be a rare old bus for nose-diving."

National Advertiser and the Country Weekly

How Can Business Be Done Between Them

THE problem of "National Advertising in Rural Newspapers" was the subject of a comprehensive address by George U. Eads at the ninth annual Journalism week at the University of Missouri. Mr. Eads is a member of the staff of the D'Arcy Advertising Company of St. Louis. Although the address refers to conditions confronted by publishers in Missouri, the problem in Canada is much the same.

During the past six or eight months, I have had the pleasure of examining 200 to 300 Missouri papers each week, to study their advertising possibilities.

The rural newspapers cover a field peculiarly their own. In a very large measure they reach people who can be reached by advertising in no other medium. Their news service is specially adapted to the requirements of local fields. Neither the metropolitan newspapers, the magazines, nor farm papers can perform a service to local communities such as that performed by the rural press. The small-town newspapers have a rich field all their own.

I have made some inquiry among advertising men handling national advertising accounts to try to find out why such a small share of this class of advertising is put through rural press channels. I must be very frank in any analysis of these problems, if what I say to you is to have any value. I have been a country publisher myself, and I am rather familiar with many of the problems entering into your business. I have a very strong sympathy for the rural publishers, and it is my opinion that the advertising value of their papers, per thousand of circulation, is more than that of any other class of publications. The country editor keeps in closer touch with his subscribers than any other editor. He knows most of the people of his country and he is always at their service, doing favors which win their appreciation.

Unfortunately, a great many rural publishers do not conduct their business on modern business lines. I have sometimes thought that men who write newspapers are unfitted, or, at least, think they are unfitted, to occupy business positions. The country editor must be not only editor, but business manager, printer and pressman, and also distributor. He has so many things to occupy his mind that it is not surprising that he too often neglects some important features of his business.

More Selling is Needed

It is my impression that the principal reason why the rural press has not been able to get any considerable share of national advertising lies primarily with the publishers themselves. National advertisers, and, as a general rule, advertising agencies, have not been inclined to place much reliance on the country newspapers as advertising mediums. They have gathered the idea that the rural publishers are careless in their business methods, and that their circulation statements are nearly always, if not always, exaggerated. No way has yet been devised of verifying the circulation statements of the smaller newspapers. Some of the better small daily newspapers of the state have become members of the Audit Bureau of Circulations, and by means of the reports of this organization, advertisers and advertising agencies can get accurate information relative to the circulation of the papers having membership in this bureau.

The advertiser of to-day buys his advertising space with as much discrimination as a woman buys hats. He wants to know that he is getting in circulation what he pays for. He prefers to advertise in those publications whose circulation he has some means of verifying. I am afraid that some of my friends in the rural publishing business would have to admit, if they were pinned down to it, that their "sworn" circulation statements were not always accurate. I shall suggest, in a moment, a plan by which the Missouri publishers could furnish to national advertisers and advertising agencies a guaranteed circulation in this state.

I do not wish to be critical, but rather, analytical, and in the analysis of any question, it is necessary to consider all the facts. It is unfortunately true in too many instances that the rural papers are not as well edited as they ought to be. Out of 200 or 300 newspapers that I examine every week, I think it is no exaggeration to say that not more than 20 or 30 have any definite editorial policy, and many of them are not attractively put together. Some are poorly printed and the "make-up" of others is not attractive. Too many appear to be edited by the press agents of political parties, or the press agents of some semi-political organization. Many papers are so intensely partisan that they appeal only to a class of readers who are as partisan as their editors.

Editorial Comes First

Good newspapers are made by their editorial departments. Circulation, which is the foundation of advertising, is made by the quality of the news, its manner of handling, and by the editorial policies of the papers. Whenever I find a newspaper that is well edited with respect to its news columns, that is bright, original and fearless in its editorials, and is attractively made-up, I do not have to refer to directories to ascertain that that paper has a good circulation. The more brains that you put into your editorial columns, the more subscribers you are going to have.

You will take out of your business in dollars exactly the equivalent of the intelligence that you put into your papers.

In an address before the Southeast Missouri Press Association I suggested that the day of the party newspaper was passing, and that in another decade there would not be a single great party newspaper in America. The best that the party newspaper can expect to do in the matter of circulation is to get slightly over one-half the reading population of the county or community in which it is published. The independent newspaper, however, can appeal to every reader in a county or community. It has a field twice as large as the party newspaper.

For the national advertiser to cover any county in this state, it is now generally necessary to use a Democratic and a Republican paper. The advertiser would much prefer to reach the people through one publication. He could could do it with one-half the overhead expense, which is very considerable in handling small advertising accounts.

To make a more intensive study of the Missouri newspapers I subscribed for a number of them, having them sent to a private office which I had for a short time. When I sent out a letter to have the address changed, I think not more than one-half the publishers paid any attention to it. It was not until the post office had sent out repeated notices that the publishers all changed the address. Some publishers added the new address and did not take off the old, and for some time I got two copies each week of some papers. One publisher, for several weeks, actually sent me three copies of his paper. Three or four took my name from their lists entirely, and I have not received copies of their papers for months. One of these publishers, who had bought out his competitor, credited me with a two years' paid-in-advance subscription, but I have not seen a copy of his paper for more than four months.

Must be on the Job

I cite these instances merely to show you how careless some publishers are in the conduct of their own business. This does not apply to all publishers, for many rural publishers have adopted efficient business methods. Advertising agencies have had a great deal of trouble in checking accounts by reason of missing papers. Carelessness of the kind I have just mentioned not only makes the work of the checking and auditing departments of advertising

agencies much more difficult, but it causes delay in the payment of bills. Publishers often write in and assert that they have mailed every copy of their paper to the agency, and they cannot understand why the agency did not receive them. Some copies are lost in the mails, of course, but I suspect that a considerable part of the trouble could be traced to careless methods of mailing in the newspaper offices.

Many rural publishers seem to be absolutely indifferent to foreign advertising. The wide-awake ones, however, are alive to the possibilities of increasing their revenues through this class of advertising. They are not only eager to get the advertising, but are willing, in some instances, to co-operate with their advertisers to help build up profitable trade in their communities.

I think if the rural papers would adopt a more aggressive policy in soliciting foreign advertising they would get results that would be gratifying. Occasionally letters from rural publishers reach my desk soliciting advertisements. Very often these letters contain nothing relative to circulation and rates, and in nearly every instance I have to write back for this information before I can determine whether to give them contracts.

Here is a sample letter:

"Dear Sir: Would like to get in on that —— contract. Thanking you in advance for favor, I am, etc."

Here is an intelligent solicitation received by telegraph:

"Would like —— contract. Have sworn circulation seventeen hundred, rate 15 cents, regular commission."

As soon as that telegram was received I dictated the following letter:

"It strikes me that a publisher who is enterprising enough to telegraph his circulation, advertising rates and an application for a contract is likely to be a live wire. I have, therefore, directed the rate and order department to put the ——— on the —— advertising list at a rate of 15 cents an inch, less the regular agency commission of 15 per cent. The contract, cuts and schedule will be sent to you as soon as they can be prepared."

Some Concrete Suggestions

My discussion of advertising in the rural press would be of little value unless I offered some practical suggestions for effective campaigning for advertising. Permit me to present these suggestions:

(1) The Missouri Press Association, or some other organization fairly representative of the rural press of Missouri, should create a division of national advertising, in charge of a competent committee, to conduct campaigns for advertising contracts.

(2) This committee should make up a list of two or more newspapers of the largest circulation and influence in each of the 114 counties of the state and invite the publishers of these papers to affiliate with the organization.

(3) This committee should have the power to investigate the circulation of every newspaper on the list. The publishers should be required to file with the committee, at least twice a year, guaranteed correct galley proofs of the names of their subscribers. This plan would enable the committee to guarantee circulation to advertisers and to submit proofs of the correctness of the circulation statements.

(4) The committee should have power to adjust the foreign advertising rates of the affiliated newspapers on some equitable and uniform basis—say, one cent an inch per hundred of circulation for each newspaper.

(5) The committee should have the power to contract with advertisers on behalf of the entire membership of the organization, or on behalf of such groups of papers as the advertiser wished to use, thus enabling the advertiser to reach all or a part of the members through one contract instead of 200 or 300 individual contracts.

(6) A complete directory of the members of the association should be published and filed with every national advertiser and every advertising agency, and the committee on national advertising should be authorized to solicit contracts by mail or in person for the benefit of all members of the association.

(7) The committee on national advertising should have authority to make up mailing lists from the subscription lists of the different newspapers and to sell these lists to advertisers who wished to use the direct letter or circular method of reaching prospective customers. If these lists were properly classified, and revised twice a year, they would be very valuable, and the income from their sale probably would pay all or a considerable portion of the expense of maintaining the committee on advertising.

(8) If advisable, the committee on advertising should receive payment for advertising for all affiliated members and take care of a great deal of the detailed clerical work that must be handled by the advertiser or his agency in placing contracts with small newspapers. I am sure that arrangements could be made with advertisers or agencies by which allowances would be made for this kind of work.

These are merely ideas in the rough. I have no doubt that a committee of practical newspaper men could work out the details of an organization that would be able to more than double the foreign advertising of the Missouri rural newspapers in a very short time.

Admission to the British House

LONDON.—For years past the question of the admission of press correspondents from overseas to the houses of Parliament at Westminister has been a matter of intermittent consideration between the parties most nearly interested. The existing accommodation of the House of Commons press gallery is taxed to its utmost, a fact which has been appreciated by the overseas representatives and who therefore have not pushed any claim for inclusion there. They have more particularly urged that admission should be granted them to the inner lobby, where members are accustomed to meet informally and where accredited journalists of the British press are permitted to assemble also.

This concession will very likely be granted to a limited extent in the near future. The present idea is that admission to the lobby shall be granted to the senior cable agency of each of the five Dominions. This concession, if granted, will meet with the general approval of the rest of the overseas journalistic fraternity in London.

More About That Joy Ride

E. Norman Smith, of the Ottawa *Journal*, made the following statement in reply to the charges made against the trip of the Canadian editors, of which he was a member, by Lieut. Col. Pratt in the Ontario Legislature:

"Sir Edward Kemp and the Canadian Government were in no way responsible for the trip of Canadian editors to the war front last summer. The invitation came to me from the British Government through Lord Beaverbrook, and I accepted only on urgent representations.

"Arrangements for us to see some of the Canadian camps, hospitals, and other administrative machinery in England were made by Argyle House, but apart from that the Canadian Ministry had nothing to do either with the plans or the expenses of the tour."

Watterson Will Retire Now

The Louisville *Courier-Journal* announced that Henry Watterson, the newspaper's editor since 1868 and editor-emeritus since last August, had requested his retirement. Mr. Watterson recently passed his 79th birthday.

The newspaper said the editor's action was partly due to his variance with the *Courier-Journal* officials on the proposed League of Nations, he, the paper says, being against the proposal, while the officials favor the issue.

How Would You Deal With This Situation?

Too Much Advertising for Available Space

PRINTER AND PUBLISHER has received a letter from a well-known Ontario publisher in the weekly field. His trouble may not be general, but it is not what might be termed unpleasant, even if it is a trouble. He has too much advertising for the space he has in his eight pages, and yet he cannot see the wisdom of going ahead and making the expenditure that would be necessary to enlarge his paper. He has also tried to narrow his columns so that he can add an extra column to each page, but even the best figuring he can do shows that his press will not budge a bit.

Should he now increase his rates in order to secure additional revenue, depending on a certain shrinkage in advertising to give him additional space for news matter?

That is the question he wants answered, and PRINTER AND PUBLISHER would be pleased to hear from other Canadian publishers as to how they have dealt with similar conditions, because many of them have certainly faced them at some period of their experience.

For the benefit of those who may be interested it may be stated that the paper now is set in seven point solid. There is very little use made of display headings. In fact it would hardly be good judgment to try and condense the reading matter any more than at present. One of the issues that we have measured up shows that out of the 56 columns of matter there are 36 columns of ads and 20 of reading matter. Another paper of a week later shows that there are 37½ columns of advertising, and 18½ of reading.

Publishers who wish to play fair with their readers in this regard—and most of them do—should aim at something approaching fifty-fifty between advertising and reading. The real value to the advertiser consists not in the volume of advertising the paper carries, but in the reader interest it possesses. That is something that should never be lost sight of. Never allow yourself to come to the point where you look upon the editorial as a necessary expense. Once the reader gets to the point where he picks up the paper and says "Nothing but ads," watch out. He is going to be on the lookout for a paper that has enough reading matter to hold his interest. He does not buy the paper for the advertising that is in it. We speak now of the weekly and daily papers. He buys a newspaper to read, and the best evidence the advertiser can have that he is going to get value for his money is that the reader shall find plenty of good material there to read. If it is not possible to run fifty-fifty on reading and advertising, a publisher would do well to place the outside limit at sixty of advertising and forty of reading, and from this he should never depart. There are times, especially when good advertising seasons are on, to crowd "just for this once," thinking that the offence will not be repeated. That is a dangerous practice, and should be avoided.

Should Outsiders Pay More

There is also a feeling, which has at times found expression that publishers should charge more to outside advertisers than to the local buyers of space. This particular publisher to whom we refer holds views along this line. The reasoning is this: The large or national advertiser whose goods are for sale gets the benefit of every copy in which his ad is inserted, no matter whether the copy circulates at home or goes to Western Canada. His produce is for sale wherever the paper is read. On the other hand the message of the home merchant has little pulling power with the man who is living fifty miles away or a thousand miles off. The value of his advertising depends on the number of papers that are sold right in the zone in which he does business. The trouble with this idea is that the home merchant would be quick to fall in with the suggestion, while the buyer of space on a national scale would simply remark "Rubbish."

As stated above PRINTER AND PUBLISHER passes this publisher's problem along to the publishing fraternity.

What would you do under similar circumstances, or better still, what have you done under them?

Special Equipment for Gauges

Edward L. Megill, 60 Duane St., New York, sends the following to the trade:—

"Trouble has been experienced in the running of machine-fed platens owing to the curling of the sheets. This is due to the lack of suitably equipped gauges and should not be charged against the feeding mechanism. The feeding mechanism does its work in placing the sheet on the platen and withdrawing the platen at the proper moment. But the sheets are perverse and need to be controlled at the gauges and kept in their approximate position on the tympan. Experience has discovered the cause of these troubles, and I have succeeded in relieving the situation by designing a "special equipment" applicable to my various patented gauges, but which are particularly desirable in connection with my double-grip gauges, so popular in both machine feeding and hand feeding, and especially with printers doing printing where rigidity of hold for heavy stock and endurance for long runs of color and other work is the important thing. These gauges, with the special equipment, can be obtained at a slight advance over the price now charged for the hand-feed sort, but can be used for either machine-feed or hand-feed by changing from one equipment to the other. Users of the Miller feeder may have their set of double-grip gauges supplied with this special equipment by forwarding the small sum of 50c to Edward L. Megill, 60 Duane St., New York, N.Y.

Tempting The Editor

Under the heading, "The Joke That Failed," the *Gazette* of Mildmay, Ont., says:

Some person with more money than wit nearly managed to get the editor into trouble last week. On Wednesday, after the arrival of the noon train, the agent called up the *Gazette* and asked if we were expecting a parcel from Montreal. We replied that the only shipment that might come to this office from Montreal would be some advertising cuts. The agent informed us, however, that the parcel did not contain newspaper cuts, but was suspiciously like a case of whiskey. The shipment was very distinctly addressed to the Gazette Publishing Company, but we ordered the agent not to have the goods delivered. It was not long, however, until there were further developments in the case. It appears that License Inspector Elliott, of Stratford, learned that a case of liquor was en route to Mildmay and he set out to trace it up. At nine o'clock in the evening Inspectors Elliott and White called at the depot and confiscated the shipment and carried it off to Walkerton. Meanwhile, we suppose the party who hoped to get the booze is feeling very much disappointed. Perhaps he intended it as an act of kindness to the editor, but we would prefer him to show his generosity in other ways.

Hard Matter to Run This Paper and Break Even

District Ledger of Fernie Presents Statement

SOME months ago PRINTER AND PUBLISHER referred at length to the coming to life of the *Ledger* at Fernie, B.C. The statement was made then that the paper had been an expensive proposition for the miners. Apparently the attempt to put new life in the *Ledger* has proved likewise, and the statement of the manager at the annual gathering of the miners shows that the coming six months will likely be operated at a loss.

Western readers of PRINTER AND PUBLISHER will be interester in knowing how the *Ledger* is making out, as the paper is known even where it is not read, on account of its connection with the Mine Workers of America, District 18.

The Annual Report

The manager and editor of the *Ledger*, in his report to the miners in session at Calgary recently, said:—

"This Convention, I trust, is drawing near to an end. It is with reluctance that I add still further to its expense by taking up any of your time. Your property, however, in *The District Ledger*, both from a monetary standpoint and as an influence either for the benefit or harm of the membership is such an important matter that I would be doing you and myself an injustice if I did not place the conditions plainly before you.

"Financially, your property in *The District Ledger* is a liability, not an asset. You have a building and a plant which could not be replaced at existing prices to-day for $20,000, and at the same time I am honest in stating to you that if you could get one-quarter of that amount for the whole business and wipe the balance off your books you would be fortunate. Such a sale, I believe, is impossible. There is no demand for newspaper and printing plants and the country is covered with 'has beens.'

"You were told last year that the plant could be made self-supporting and at the same time you would be having a paper which would help to solidify the district and fight your battles if necessary. You levied an assessment of 25 cents per member to get the paper under way, and out of a membership of eight thousand, approximately, you sent in about sixteen hundred subscriptions. Since that time there have been additional subscribers, both from inside and outside the organization, and these, coupled with street sales in Fernie, make an approximate circulation of 2,500 copies weekly.

"Figures are wearisome, but an analysis of wages, cost of paper, etc., show that, based on our present circulation, each copy of *The District Ledger* costs $1.63 per year. From a business standpoint, therefore, you can readily understand why I have not been very active in trying to build up a larger subscription list.

"You have had the Auditor's report before you, and it showed a net loss for the year of $1,360. I would call your attention to the fact, however, that the report covered the entire year, and allowed for a depreciation of $266.03 on land and buildings, $156.45 on furniture and fixtures and $718.81 on plant and machinery. It also carries the old loans from the district of over $3,000. The paper itself was running only for five months of the year, and in that period there was only one loan from the district, an amount of $600, and that was paid back within thirty days of the time it was borrowed.

"On the face of these figures it would seem that I have made the paper self-supporting, since taking charge, inasmuch as out of other receipts I have been able to put in a hot water heating system, which cost approximately $600, and have made repairs to building and machinery which have cost over $700. If I could keep up such a pace I am sure you would be satisfied. But there is another side to it. The money I received from subscriptions has all been spent, and those subscriptions have another half-year to run. I was also able to secure British Columbia Government advertising to the amount of over $2,000, and that transaction helped out our bank account. I do not see another such advertising in sight. Slackness of work not only in Fernie but in every other camp is already having a very serious effect on both our advertising and our job printing; and the financial worries of the position I hold are not conducive to the exertion of my best efforts on the editorial end of the paper.

"Judging from the report I have read of your last convention it was your hope that the job printing business would yield a profit which would make up for any loss on the newspaper end. Job printing is profitable if you have a given amount of work so adjusted that a number of girls or cheap help can be employed. We have not that amount of work, nor can it be secured in Fernie. If the plant were moved to Calgary, as has been advocated, we would still be at a disadvantage, for it is not equipped for successful competition with the plants already here. Your district job printing is, of course, a considerable item, and checks from Secretary Browne for such printing have frequently relieved my mind as the weekly pay day drew near.

"Your Constitution throws the responsibility for the paper upon your Executive Board, with whom, at the close of this convention, I will enter into serious discussion in regard to the future of the paper. To you, delegates, as you go back to your locals, I want to give the message that if you think *The District Ledger* is worth while and want to make it more worth while something will have to be done to keep it from losing the vitality you would desire. What that something will be is left in the hands of this convention and of the Executive Board."

Notice to Publishers

With reference to departmental circular of the 4th December last, respecting improved methods of addressing newspapers and periodicals from office of publication, and requesting that publishers, in their own interests, consider the expediency of using larger type in printing addresses and of placing the same in a more uniform position, publishers are informed that the Amalgamated Postal Workers have represented to the Department that there is much lost time, and that a severe strain is put upon the eyesight of postal employees through lack of system and illegibility in addressing newspapers and periodicals from office of publication, and in view of these representations the following regulation is being inserted in the April Supplement to the Canadian Official Postal Guide for 1919:—

"Newspapers and periodicals must be legibly addressed. It is recommended that address labels be yellow, straw colored, or buff. The addresses should be printed in clear bold type, or be clearly typewritten, or legibly written. The labels or printing should be pasted or impressed on the paper or wrapper towards the upper left hand corner in such a manner as to be readily observed by post office employees."

The attention of circulation managers is especially directed to the above.

Postmasters are being instructed to see that in future these requirements are fully met.

R. M. COULTER,
Deputy Postmaster General.

Sale of Surplus Military and Naval Stores

Attention of PRINTER AND PUBLISHER readers is directed to the Government advertisement in the back advertising section of this issue. The advertisement announces the sale of surplus military and naval stores, and includes dry goods, camp supplies, food, hardware, scrap metal, junk, cloth, clothing, equipment, hardware, tents, blankets, and sundry other material. Sales will be made by sealed tender. Institutions may make direct purchase without tender, however.

Hard Work Getting Free Readers Across Now

How Western Publishers Dealt with the Matter

THE publisher of the Yellow Grass *Herald*, (Sask.) received a letter a few days ago from an advertising agency in Winnipeg, asking for the insertion of a reader pleading the case of the makers of proprietary medicines, against the inroads of Government activity. The letter from the agency was as follows. The paper used simply had the name of the firm typewritten on the top.

Winnipeg, Man.

The Publisher, *Herald*,
Yellow Grass, Sask.

Dear Sir:

In view of widely circulated propaganda by Temperance Workers and others, aimed at the destruction of many proprietary medicines of known remedial value, on account of their alcoholic content, also a movement from the same source to enact legislation compelling the manufacturers of proprietary medicines to publish the formula of all such articles on the package or bottle, thereby rendering a patent or copyright worthless to its owner, no matter how many years have been spent in bringing the formula to a state of efficiency, nor how much money expended in tests and experimentation, we, feeling that it is not your desire that injustice be done the manufacturing of such medicines, through ignorance on the part of the public of the real reason for the presence of alcohol in these remedies, nor the apparent loss which would accrue to them through publication of patent or copyright formulas, earnestly request that you give publicity to the enclosed article; also as far as possible use your influence with the proper authorities to offset the erroneous impressions created as a result of this propaganda.

Very truly yours,
——Advertising Agency

The reply of the publisher gave little encouragement to the solicitor of the free reader. This is the way it ran:

Yellow Grass, Saskatchewan.

——— Advertising Agency,
Winnipeg, Man.

Dear Sirs:

We do not know very much about your firm as advertising agents, but we certainly do know that you have a very poor impression of the newspaper fraternity, also that you are possessed of a considerable amount of unmitigated gall.

The letter you sent us requesting publication of an article re proprietary medicines is a well-written and convincing argument—convincing from the standpoint of your clients. It will certainly have a prominent place in our columns—upon payment at our usual rates. These rates are 25c per inch for display matter, and 20c per line as reading matter, with the usual commission to duly recognized advertising agents. Upon receipt of your order, with cash, this advertisement will be published.

By the way, you turn out a rather unconvincing letterhead. Perhaps if you expended a little cash with a job printer your advertising proposition might be given some standing, but otherwise it does not appeal to us even to give free advertising to a firm that cannot afford printed stationery.

Again congratulating you upon your unique business methods.

Yours truly,
John W. Bailey.

Saskatchewan Division of C.P.A.

The forthcoming convention of the Saskatchewan Division of the Canadian Press Association will mark a distinct advance in the history of gatherings of this kind on the prairies. It will be held at the University of Saskatchewan on May 28, 29, 30 and 31 and all the facilities of the University will be placed at the disposal of the newspaper men and their wives for this occasion.

The gathering will be more than a convention, it will be a real get-together event and the four days spent in each other's company should be productive of a new spirit of fraternity, and understanding among the members of the Fourth Estate in this province.

In addition to the usual convention features there will be a short course in journalism, the speakers for which will be among the most eminent newspaper men on the American continent. They will have a message that none can afford to miss and one that will hearten all who hear it for the work that lies ahead.

Another feature of the convention will be a newspaper efficiency contest and the secretary has already received a number of entries for this. All newspapers in Saskatchewan are eligible to enter and have been made familiar with the rules. The contest is divided into three classes, viz., five, six or seven-column weekly newspapers. All entries must be deposited with the secretary by May 1st, but it is not necessary to submit the papers to be judged at that time. These may be brought to the convention by delegates wishing to enter the contest.

The officers and executive of the Saskatchewan Association ask all newspaper men in the province to make a special effort to attend this gathering. All will be welcomed, whether members of the Association or not. Naturally the secretary-treasurer, S. N. Wynn of the *Enterprise*, Yorkton, Sask., is desirous of presenting as good a statement to the meeting as possible and will appreciate it if all members who have not yet sent in their membership fees will do so this month. The membership is only $2.00 per year and the benefits are so numerous as to be impossible of calculation in the terms of dollars and cents.

Arrange now to be at Saskatoon for this big event. The university is providing accommodation at the very nominal cost of $1.00 per day per person. Accommodation has been provided for 150 people. We want to see this taxed to the utmost.

Starting to Lift Ban on Press

The Government passed an important order-in-Council, amending the order known as the order respecting enemy language publications. This order removes from the category of enemy language publications those printed in the language of countries which have been at different times under enemy control, including among others, the Rumanian, Russian, Ukrainian, Finnish, Ruthenian, Croatian and Livonian languages. The only publications which will in future be subject to this order-in-Council are those printed in the German, Hungarian, Bulgarian and Turkish languages.

Under the former order-in-Council, all periodical publications printed in enemy languages were forbidden admission into or circulation in Canada, except under license. In future, according to the new order-in-Council, periodical literature will be placed on an equality with books which contain no objectionable matter, and if they are exclusively of a literary, scientific, legal, religious or artistic character, they will be permitted to be printed in or imported into Canada. All such publications, however, are to be subject to the approval of the Secretary of State and provision is made in the order-in-Council for the transmission to the chief press censor of samples of all enemy language publications printed in or imported into Canada before their circulation.

Quality as Well as Quantity Circulation

London Publisher Speaks Out on This Point

A CIRCULAR letter which is being sent out by John Weld, manager of the *Farmer's Advocate*, London, is causing some considerable interest. It is dealing with quality circulation, and is addressed to the Audit Bureau of Circulation. The idea behind the letter is that advertisers should be given some idea of the sort of circulation they are buying. In other words there is a greater element than size in circulation figures.

Mr. Weld's letter, which has also appeared in *Printers' Ink*, is as follows:

"We have been members of the A. B. C. since it was first organized.

"We entered because we felt we had a circulation that made the name of the A. B. C. mean something to the advertiser and advertising agency.

"We believe in the cause for which the A. B. C. is organized, but the time has come when it should adopt better business methods regarding quality of circulation. At present, the words "A. B. C. Guaranteed Circulation" apply solely to quantity, and mean nothing as to quality of circulation—percentage of renewals, methods of increasing circulation, or net rate per subscriber received by publisher.

"The annual subscription price of the *Farmer's Advocate* and *Home Magazine*, London, Canada, is $1.50 in advance. Its circulation, as shown on A. B. C. audit report for year ending June 30th, 1918, was 30,878. The cash received from this circulation for the same period, after deducting all commissions, was $38,351.55, making an average of $1.24 net for each subscriber. Weak and inferior publications, employing strong-arm circulation methods, using premiums, guessing contests and other questionable tactics, allowing agents 100 per cent. and in some cases even giving bonuses for getting names, get the A. B. C. endorsement of this inferior circulation. Some advertisers KNOW circulation for themselves; others depend upon A. B. C. reports, and, misled by these, place their advertising in these inferior publications.

"To be of continued use to us, as the oldest farm paper in Canada, employing only honest circulation-getting methods, refusing fakes, liquor, tobacco, mining-shares, or any other objectionable advertising, A. B. C. approval must differentiate between sound circulation and temporary, inflated. circulation.

"We leave it with you to devise some way of differentiating between first-class circulation and the other kind, convinced that it will be in the best interests of advertisers generally, and the A. B. C. in particular, to adopt without delay some means of rating circulations as men and businesses are now rated, financially.

"Net daily receipts the only test of quality."

As a matter of fact there is a growing desire on the part of many of the large buyers of advertising space to know what they are buying in the way of space. They want to have some idea of the purchasing power of the circulation the paper claims to have. This is being given by a good many publishers, especially in the trade and class section of the Canadian field. The man who is advertising something that the mechanic wants to buy is anxious to know how many mechanics are receiving his message. It takes no small amount of work on the part of the publisher to get this information, but it is worth while, and there is no reason why, with a little persistent application, the information cannot be secured in such a way as to be useful to the advertiser.

Mr. Weld has made a point that is the natural outcome of the A. B. C. method. It was quite a step in advance when papers first gave out sworn statements of their circulation, and a still greater step when they decided to open their books to the scrutiny of a disinterested party who was sent there by an association of space buyers. Now, in the development of that idea it is quite reasonable that the element of quality should enter.

It is not right that a thousand of circulation shall be simply called a thousand of circulation, no matter if they come by the channel of forced circulation in the way of contests, or by the desirable route, the subscriber who renews year after year because he wants the paper to come into his house. There is all the difference in the world between these two classes of readers, and it is only right that a man who is paying his good money for advertising service based on the circulation should be given all the particulars that will enable him to know for sure what he is getting for his money.

No doubt there are publishers who will not agree with the idea. Some of them are strong-arm circulation men. They are out to sell a year's circulation, no matter if they have to give away a set of dishes or a dining-room table to turn the trick. They are not making the worth of the paper the biggest consideration in the deal. They are not getting the solid standing in the homes that the paper is that gets there on its merits. It is likely that much more will be heard of Mr. Weld's claim in months to come, as there are other publishers who hold similar views.

Theory and Practice of Color

Strange as it may seem, the theory of color is as little understood among the general run of printers as foreign language. Here and there we come across a printer who understands the French, Spanish or Italian or some foreign language. Likewise we occasionally run across a printer who has studied color and knows the theory of the art. It is granted that many beautiful color effects are being produced to-day by printers without the aid of the artist and engraver; no other age or generation of printers has done quite so well as the printers of the present, yet, most of the skill in color work we see in this generation is the result of practice and experience—not theory. If the theory and practice of color were common knowledge among printers we would see even more good color printing being produced, and certainly not so much of the poorer class of which there is quite enough. A more thorough understanding of color by printers is essential. It must come sooner or later, and the manner by which a better knowledge of the art will come is through the theory and practice of color becoming part and parcel of every printer's knowledge. PRINTER AND PUBLISHER has just received from the Prang Company, publisher, New York City, by far the most practical color book for printers yet produced. It is a cloth bound quarto book of just 54 pages by Bonnie E. Snow and Hugo B. Froehlich, called "The Practice and Theory of Color."

In its own words: "The book, with its color charts, it compiled for the purpose of discovering to the ordinary man the world of color. The charts are the keys that unlock a vast storehouse. The charts, purely scientific as they are, will cause the doors of the storehouse to swing wide. All who will may enter and carry away the priceless gems."

One has but to peruse the first page or two to realize that the mysterious realm of color does not necessarily belong to artists and geniuses and others who are said to be "born to the purple." The book makes plain the theory and practice of color in so clear a manner that the principles of the art are easily grasped by those to whom color printing has always been a mystery beyond their ability to solve. "The Theory and Practice of Color" should be in the hands of every printer.

Half Century in Ayer Advertising Firm

Event Was Marked in Most Unusual Way

Philadelphia.—A half century of advertising history was brought to an auspicious close here by one of the largest assemblies of advertisers, advertising men, publishers and captains of industry ever gathered together. Nearly a thousand of these leaders of the advertising business celebrated the fiftieth anniversary of the founding of N. W. Ayer & Son, the oldest and largest advertising agency in the country, by a banquet in the Bellevue-Stratford Hotel. The event was notable, not only because of the eminence of the guests present, but because it marked a milestone in the progress of one of the most respected and powerful of constructive forces in American business. It brings to the minds of those who have been associated with the advertising business since its early beginning, the part played by N. W. Ayer & Sons in building it up.

The speakers at the banquet were: Ex-President William Howard Taft; Victor Lawson, publisher of the Chicago *Daily News;* Earl D. Babst, president of the American Sugar Refining Company; N. C. Kingsbury, vice-president of the American Telephone and Telegraph Company; Edward W. Bok, editor of the *Ladies' Home Journal;* Edward S. Jordan, president of the Jordan Motor Car Company, and members of the firm, Albert G. Bradford, Jarvis A. Wood, Wilfred W. Fry and William M. Armistead. F. Wayland Ayes, who, with his father, Nathaniel W. Ayer, was the original founder of the firm of N. W. Ayer & Sons, and is now the active head of the business, presided as toastmaster.

The history of N. W. Ayer & Sons, as told by Mr. Ayer, recalled to publishers and advertisers present, many of whom had been in the business for over fifty years, the early struggles of advertising for a respected place in business. At the time the agency was founded, in 1869, advertising was confined to a very few lines, such as patent medicines, tobaccos, seeds and agricultural implements. There were only a very few great daily newspapers, and the monthly magazines were unknown.

N. W. Ayer & Son started without employees. In seven years there were twenty, in 1903 they numbered 200, and to-day they number nearly 400.

The firm early adopted the motto, "Keeping Everlastingly at it Brings Success," and with a beginning of $15,000, the first year, to-day it points to an annual business of many millions. Within ten years it had taken the lead among advertising agencies and in the amount of business placed, and has kept it ever since. Since its founding, the agency has paid to publishers more than $100,000,000.

The agency was the first to adopt the open contract plan, with a fixed commission, since adopted by practically all other agencies, which quickly revolutionized American advertising and placed it on a high plane. The plan originated by N. W. Ayer & Son concedes the right of an agent to a reasonable profit and places the agent and the advertiser on the same side of the counter as sellers. The modern advertising agency is as different from the old as a department store is from a pack peddler.

The Ayer agency made the first successful venture into advertising a staple as a branded, trade-marked product. That was with Uneeda biscuit. Since then they have developed such famous products as "Domino Sugar," "Prince Albert Tobacco," "Camel Cigarets," "Karo Corn Syrup," "Hires Root Beer," and "1847 Rogers Bros." Among other well-known products advertised by Ayer are "United States Tires," "National Cash Registers," "Steinway Pianos," "Life-Saver Mints," "Seth Thomas Clocks," "Blue Buckle Overalls," "Dixon Pencils," and "Conklin Fountain Pens."

Having won its place as the foremost advertising agency in the country, N. W. Ayer & Son has set its aim upon still greater things for the advertising business. Recently it started an advertising campaign to "Advertise Advertising," pointing out to the reader of the daily newspaper the benefit to be derived from reading carefully every advertisement. This campaign provides for one piece of forty-inch copy once a week, over a period of at least fifty weeks. According to an announcement made at the banquet by Mr. William Armistead, member of the firm, over nine hundred newspapers have accepted the campaign.

A glimpse into the future of advertising was given by Wilfred W. Fry, another member of the firm, in a talk on "The Next Fifty Years."

A year ago £4,000 was taken from the reserve for the equalization of dividend in the case of the Illustrated London *News* and the *"Sketch"* towards paying a dividend of 5 per cent. on the ordinary shares, but for the past year when the trading profit amounted to £40,775, the dividend is to be increased to 6 per cent., and the £4,000 drawn from reserve is to be replaced. This speaks for itself.

The Non-Recognized Agencies

Editor PRINTER AND PUBLISHER:—

Sir:—A subject deserving of comment is the non-observance of rules, by weekly newspaper publishers, knowingly or otherwise, of the Canadian Press Association in relation to advertising agencies. The majority of the members, I believe, have pledged themselvs to allow commission to recognized agencies only, yet it is frequently noticed that advertising sent out by firms or agencies not having been granted recognition, is published in a large number of papers. One of these firms that sent out advertising even went so far as to knock a competing firm, and on enquiry it was found that the former firm had no recognition, and the person responsible for sending out the advertising had claims against him by U.S. papers which they could not collect. (See Bulletin 524 C.P.A.)

The firm he was knocking paid up their bill promptly as soon as invoice was rendered.

Another case in point is an agency that declines to furnish a statement to the C.P.A., yet it persistently sends out advertising with a request for the 25 per cent. commission, and also has claims against it which at a recent date were unpaid.

The newspaper publishers morally are wrong in accepting advertising from agencies of this kind. They lose money themselves, they mislead readers, give no protection whatever to the reliable agency that is endeavoring to promote advertising and pay its bills promptly, and give the impression to a "smooth artist" in publicity matters that newspaper men are a soft bunch. It is high time that a more rigid observance of business principles was instituted as a number of publishers, by taking advertising without any assurance they are going to receive any money for it, do an incalculable amount of harm to the newspapers and the recognized agencies.

It would be appreciated if you would bring this to the attention of readers of PRINTER AND PUBLISHER for it is a matter of vital importance.

Expressing my appreciation of the service of P. & P. to newspapermen generally, believe me,

Yours very truly,

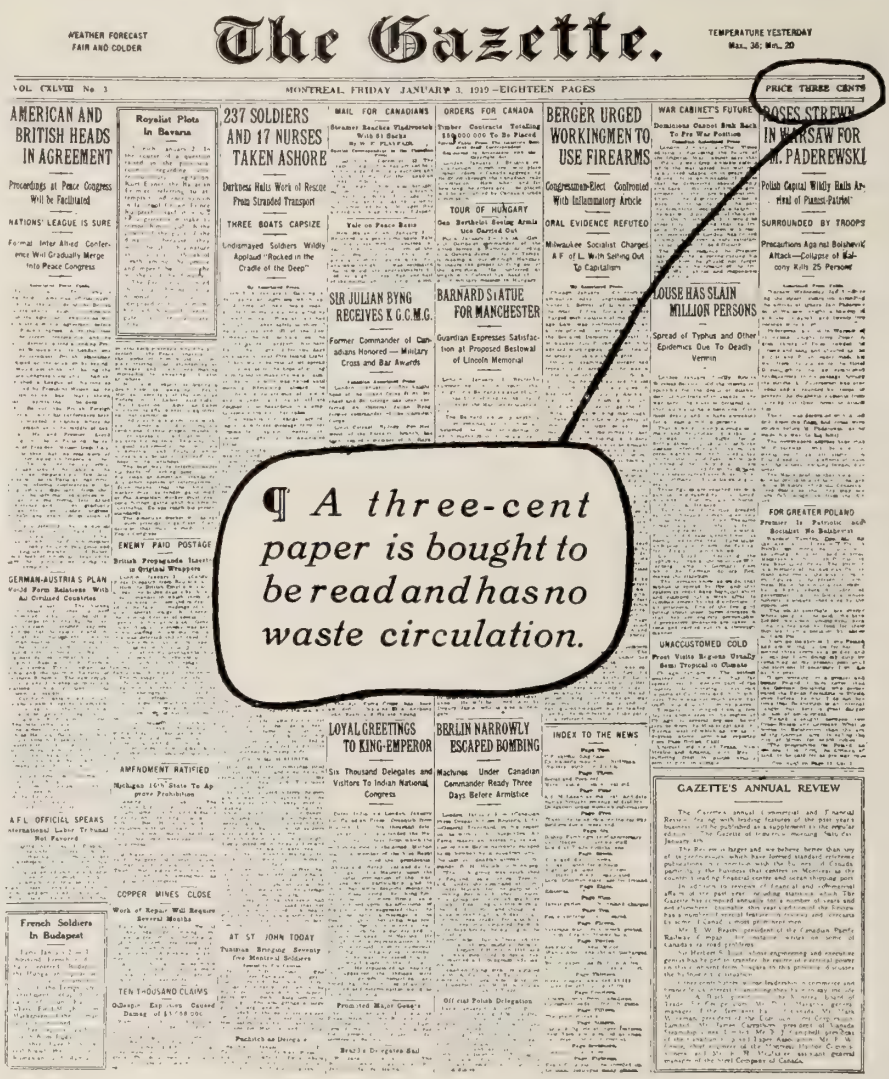
H. C. Halliwell.

THE OTHER PUBLISHERS' BUSINESS

Special Advertising, Circulation and Editorial Plans

THE Montreal *Gazette* has brought out a small reproduction of one of its entire issues, which it is sending out as advertising matter. The *Gazette* takes each page separately, and in a red border draws attention to something of outstanding interest that is to be found there daily. The idea is good and the execution is very effective. It makes a striking bit of house advertising.

On this page is reproduced the front page, which shows how the various features were pointed out with a directness that could not be missed or dodged. The line shown in black that encircles the space in the centre of the page and runs across to the corner was done in red in the copy sent out by the *Gazette*. The simple calling attention to the fact that "a three-cent paper is bought to be read and has no waste circulation" is one of the most effective pieces of advertising for newspapers that has been brought to our notice for some time. There is a whole argument there in a very few words, and the way it is stuck in the centre of the front page makes it all the more direct and telling. All the other pages are treated in like manner, special attention being drawn to the merits of the women's pages, the editorial views, news and market sections, etc.



¶ *A three-cent paper is bought to be read and has no waste circulation.*

The Thedford, Ont., *Tribune* is due to come to life about the middle of May. W. Bryant is again taking over the paper, the new Board of Trade agreeing to assist him. It is his intention, if things go well, to put in a machine to meet the labor shortage. The position is worthy of note, and the circular note which the Board of Trade is sending out tells very plainly that the citizens missed the *Tribune* when it was absent from their midst. The happening is so unusual that we deem it worth while to publish the circular letter sent out by the Thedford Board of Trade:

You have still, we believe, a warm spot in your heart for the old town, and would like to see its name "kept on the map," as it were. The Board of Trade have commenced an active campaign to make the town better commercially, but one of our first moves, to insure success, is to re-establish the *Tribune* newspaper, which, from February, 1900, up to April, 1918—over eighteen years—was successfully conducted by Mr. W. Bryant, but who, on account of ill health, was obliged to cease its publication, passing the subscription list over to a contemporary printing house, so that no loss would be incurred by his subscribers. Mr. Bryant has consented to take hold of the paper again providing we furnish so many inches of advertising and so many subscriptions, for a start. We are standing firmly behind the proposition, and ask your assistance. No town is really considered to be on the map at all unless it has its local paper, and the local newspaper fills a niche that can be filled by nothing else — it supplies a need that is indispensable. Hoping our request will be granted by kindly filling out the attached slip, we remain,

Yours truly, Thedford Board of Trade.

Just as this issue of PRINTER AND PUBLISHER was going to press, word was received of the sale of the Renfrew *Mercury* to J. Rupert Davies, proprietor of the Thamesville *Herald*. Mr. Davies is to take possession on the first of May. Mr. Smallfield may still have a connection with the paper, but only in a literary way, it being his intention to do some historical work in connection with the district. It is reported that Mr. Davies has disposed of his Thamesville paper, but we are not able to verify this. More particulars of the sale of the *Mercury* will appear in the next issue of PRINTER AND PUBLISHER.

The Toronto "Times" Appears

Toronto's new evening paper, "The Times," wears an attractive dress, light face Cheltenham being the style of type predominating the larger news headings. As far as practicable the news is arranged under departmental heads, thus materially assisting readers to find what they want. A critic in referring to the new publication said it had "the flavor of the London 'Times' blended with modern newspaper initiative." One innovation amongst the numerous special features is a page devoted to school news, including a miniature school newspaper prepared by school children and named each day for the school from which the items come. On Saturdays the miniature paper is prepared in form to be cut out and folded into eight pages of magazine size. This entertaining and instructive feature has attracted widespread local interest, which is reflected in the circulation department.

"Back to Civies" is a special department, dealing mainly with news concerning the war veterans. Each day it contains the story of an officer or man from the ranks, who tells of his most exciting moment "Over There."

"Labor in the New Era" is a department devoted to the doings of the workers.

A new department of "The Woman's Page" is a column "Concerning the Home." Market pages are featured by expert daily comment on finance and trade. The Sporting Page is of the brightest, and well illustrated. "Shadows on the Screen" is a department for patrons of the moving pictures. "The Almanac" deals with the goings on of to-day and those of days gone by.

The first page bears the big news items of the day stylishly presented. "Twenty-Four Hours in Greater Toronto" is the title of the first page of the second section, which is filled with the latest local news. The back page of the first section contains the Editorials, Letters to the Editor, and articles on matters of general interest. The illustrations throughout the pages of "The Times" include sketches by staff artists, relative to current events. A host of small features are to be found daily in a perusal of the columns of the new paper, which has embarked on progressive lines in keeping with the demands of the newspaper-reading public to-day. A colored comic supplement of four pages is issued with "The Times" every Saturday.

Every department of the new paper is in capable, experienced hands. Mr. F. D. L. Smith is editor-in-chief, and Mr. C. W. McDiarmid, general manager.

"The Times" declares its creed as follows: "A square deal for the returned soldier; the concession to labor of a growing share in the control and profits of industry; improved housing, transportation and general living conditions for the multitude of wage-earners in Toronto and adjacent municipalities; a firm adherence to the National Policy, which, adapted to changing conditions, is the historic charter of Canada's progress under which growing manufacturing centres provide steady employment for Canadian workingmen and profitable home markets for Canadian farmers; unswerving devotion to the British Empire as the original League of Nations, which has carried democratic institutions to the ends of the earth, and repeatedly saved civilization from destruction at the hands of military tyrants."

Agency News

A campaign is being launched by Kellogg's Dominion Corn Flakes from coast to coast in the daily papers. R. C. Smith & Son, advertising agents, Toronto, are placing the copy. Big space and very attractive copy, the kind that brightens up the pages of a newspaper, has been prepared.

Copy is going out from the R. C. Smith & Son Agency for Canadian Wm. A. Rogers Limited. Dailies from Ottawa to Vancouver are being favored.

A Betty Brown Candy Store for every town and city in Canada is evidently the aim of the owners. The latest branch opened was at Belleville, Ont. Every new store opened means advertising for the local papers. The copy is handled by the Norris-Patterson agency, Toronto.

A new national campaign for the Hamilton Carhartt Cotton Mills, Limited, is being conducted by the Norris-Patterson Agency. Farm papers, labor papers and dailies are on the list. A feature of the campaign includes advertising for this firm's latest conception—"Allovers"—for car owners and garage workers.

New copy is now going out for the Monarch Knitting Co., Limited, from the Norris-Patterson Agency. The campaign is pan-Canadian.

The coal dealers of Toronto are going to start something new. Dominating space will be taken in the local papers in which the argument will tend to advise the public to order their winter supply of coal in the summer. If the people take the advice seriously it is hoped that the usual fuel problem of the winter months will be averted. Other cities could follow suit to advantage and it might rebound to the benefit of newspapers generally to advocate this wise policy editorially. The Baker Agency is conducting the Toronto campaign.

Chipman-Holton Knitting Co. are carrying on an extensive campaign in farm papers, dailies and weeklies. The Baker Agency is placing the copy.

The Baker Agency is placing copy for A. T. Reid's famous line of neckwear in the illustrated sections of the weekly papers of Canada.

Little Faith in Contests

Speaking to PRINTER AND PUBLISHER about contests to stimulate circulation, Leman A. Guild, managing director and editor of the Kingston *Whig*, stated: "Personally, I have given the matter considerable study and have gained all the information I could secure at the expense of other publishers who conducted contests. The result has been that I have set my face steadfastly against such campaigns. Neither does the *Whig* give premiums of any kind. We have made it our business to publish and sell a newspaper and not to peddle premiums. I believe in publishing the best possible paper every day of every week, giving the readers high-class service, editing the advertising columns as carefully as the news columns, and maintaining the highest possible standard of newspaper excellence."

No Premiums Are Given

Quebec *Telegraph*, writing to PRINTER AND PUBLISHER, says: "Of course there are many ways practised to gain subscriptions, but when these efforts are being practised by rival newspapers the end does not justify the means and with the same satisfaction or results, as they would if practised alone. While we believe every evidence that offering premiums, organizing competitions, etc., do put on a large extra circulation we presume that these results may fluctuate considerably or that subscribers will expect premiums every year. They certainly have their merits and results, but it is a question if this new-found circulation is permanent and this can be better assured by those who have experimented in this direction. One thing which has recently satisfied us of the other side of this question, is in the raise of our paper from one cent to two cents. Our circulation never showed any apparent change, but on the contrary we have shown increased subscriptions every month since. This was due in a great measure to the fact that on the day we doubled the price of our paper we also doubled the expense of our telegraphic news service and many other noticeable improvements which have been appreciated by our readers."

Wise Boy

Arthur Brother was the only one who came to attend the valentine and pie social last Friday night, and, as it had been postponed, he spent the evening at the Kowing home. Note—Our teacher boards there.—(Pleasant View item in Winfield, Mo., *Courier*.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

Vol. 28 PRINTED AT TORONTO, APRIL, 1919 No. 4

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The Need of Apprentices

SOONER or later the publishing business in Canada will have to face the apprenticeship business in earnest. It is only in very slack seasons that there are enough mechanics to fill the positions that are opening. This does not apply to any particular branch of the trade, but it is a common complaint in every department. It is not common only to the cities, but to the towns and villages. In fact there have been sales made by publishers in some of the Ontario towns in recent years because they found it impossible to go ahead and carry on their business with the help they could secure.

Typographical Union officials know there are not enough journeymen. They are ready to admit it. At every office now where there is a permanent secretary maintained it will be found that he has knowledge of enough and more openings to take care of any who may arrive without anything definite in view. It may be due to this fact that we have witnessed the passing of that very interesting old person, "the tramp printer." He does not need to tramp. He can get work at decent wages.

The printing business has been the start for a lot of men who have gone to positions of influence and responsibility. Publishers should not lose sight of this fact when they have openings for apprentices. There are more good editorial positions being filled to-day by men who graduated from the composing room than ever before. In fact there is every reason to suppose that the mechanic should make a good editorial or reportorial man. He knows from experience the value of news; he knows from experience what happens to padded copy, and, above all else, if he has had good daily experience, he has learned to know that most valuable of all things, the value of time. If he has any ability to write and an inclination toward the editorial room—and a good many have—the printer should make a good man to go ahead in this department of the business. There are plenty of offices where the editors and reporters are all printers. In fact we have in mind one Ontario city where the editors and city editors of the two papers in the place graduated from the composing room, and they are all making good, both in the way of wages and service.

There seems to have been an impression abroad, probably due to old traditions more than to actual facts that the printing business as a trade was rather run down at the heels, that there were few opportunities for advancement, and none too good wages. Publishers should do their best to correct this impression. Wages are good at the trade, and they are increasing. The printing fraternity can show a list as long as any other vocation of men who have gone on up to positions of trust, responsibility and good remuneration, and that list is constantly growing.

These are matters that might well be considered at the annual meeting of the Press Association. The city offices need the support of the smaller places, for it is from the towns and the villages that the greatest proportion of apprentices come, and they drift toward the city in many cases. The larger publishers should be quick to realize this position and acknowledge it.

Heavy Advertising Bills

The British Columbia Government has been doing some fairly tall advertising in regard to the arrears of taxes, full details of which came out recently in the B.C. Legislature. They are as follows, the information showing the districts for which the sales were held, with the amount of taxes in arrears, the amount taken in at the sales, the newspaper in which the advertising was done, and the amount paid for such advertising:

Alberni: $37,720.63; $4,174.83; Port Alberni *News*, $1,860.84.

Ashcroft; $4,202.16; $209.71; Ashcroft *Journal*, $220.32.

Barkerville: $197,927.18; $4,239.18; Prince George *Citizen*, $10,400.40.

Comox: $48,958.42; $3,037.54; Comox *Argus*, $1,964.52.

Cowichan: $11,325.58; $1,368.52; *Leader*, $635.04.

Fort Steele: $74,272.82; $5,740.40; *District Ledger*, $2,454.

Golden: $33,398.28; $6,007.48; *Star*, $812.16.

Kamloops: $4,767.28; $1,320.15; *Telegram*, $357.12.

Kettle River: $19,126.01; $2,051.28; Penticton *Herald*, $447.12.

Lillooet: $14,130.30; $883.30; Kamloops *Telegram*, $403.20.

Mayne Island and Pender Island:: $638.49; $447.83; Sidney and Island *Review*, $16.44.

Nelson: $27,087.66; $3.926.36; Creston *Review*, $972.

New Westminster: $11,424.56; $5,984.36; Port Coquitlam *Times*, $787.50.

Nicola: $18,758.54; $8,555.85; Merritt *Herald;* $169.56.

Omineca: $63,510.01; $3,019.65; Interior *News*, $2,665.44.

Prince Rupert: $105,928.71; $6,483.02; *News*, $3,997.65.

Princeton: $12,496.01; $1,447.63; *Star*, $381.

Quesnel Forks: $21,113.85; no bids received; Quesnel *Observer*, $146.88.

Revelstoke: $29,560.35; $486.05; *Review*, $1,603.80.

Rossland: $63,425.46; $6,415.37; Grand Forks *Gazette*, $957.96.

Saltspring Island: $3,632.17; $88.10; Sidney and Island *Review*, $86.40.

Slocan: $21,574.77; $1,674.24; *Kootenaian*, $835.92.

Telegraph Creek: $245.33; $250; Prince Rupert *News*, $58.32.

Vancouver: $26,122.75; $7,053.98; *Sun*, $8,089.20.

Vernon: $30,938.27; $3,349.75; Kelowna *Courier*, $1,085.78.

Victoria: $22,003.04; $23,547.76; *Times*, $1,080.80.

The aggregate results were: amount of arrears, $904,041.29; amount collected, $100,869.44; amount spent on newspaper advertising, $42,061.03.

Gives Wrong Impression

Editor PRINTER AND PUBLISHER:—

Your attention is called to an article in the March issue of the Atlantic *Monthly*, entitled, "Developing the Estate" by Arthur D. Little, in which appears the following:—

> "Enough yellow pine pulpwood is consumed in burners, or left to rot, to make double the total tonnage of paper produced in the United States. Meanwhile, our paper-makers memorialize the community on the scarcity of paper-stock, and pay $18 a cord for pulpwood which they might buy for $3. It takes many years to produce a crop of wood, and wood-waste, which now constitutes from one-half to two-thirds of the entire tree, is too valuable a raw material to be regarded longer as an encumbrance, except by an improvident management."

Whatever was the purpose of this remarkable statement, I think you will agree with me that its effect is to leave upon the mind of the average reader the impression that the paper-manufacturers are paying $18 a cord for pulpwood that they could buy for $3, and that the only reason they are not taking advantage of this opportunity is because they do not know enough.

If, as Mr. Little avers, enough yellow pine pulpwood is wasted to produce twice the total tonnage of paper now produced in the United States—a statement open to challenge—the waste is not attributable to the paper-makers, although that is the only inference deductible from Mr. Little's charge. Statistics issued by the United States Department of Agriculture (Bulletin No. 758) show that out of a total of 5,480,075 cords of wood consumed in producing pulp in the United States in 1917 only 142,094 cords were of the yellow pine species. It is inconceivable that there could have been a waste in the process of conversion of this quantity of wood of the dimension suggested by Mr. Little.

As to paying $18 a cord for wood that can be bought at $3, the accusation is absurd on its face. Labor costs alone, for cutting and driving, are greatly in excess of the smaller sum mentioned by Mr. Little, as every manufacturer is aware.

Mr. Little, whose statement can have only one effect, that of prejudicing the paper-manufacturers in the eyes of the public, is undoubtedly aware of the fact that paper-manufacturing has reached the point where practically whatever profit is derived therefrom comes from the saving of waste, and that the manufacturers are trying to meet these problems and, in some instances, are employing this same Mr. Little to help them solve them.

Mr. Little's latest attack upon the industry is in keeping with his appearance before the Federal Trade Commission, on behalf of the newspaper publishers, in connection with the fixing of a price for newsprint paper. The effect of Mr. Little's evidence there was to create the impression that the average paper-manufacturer carries on his business in an ignorant and wasteful manner, with no regard for its scientific possibilities. It is needless to say that no practical manufacturer, carrying on a commercial business, agrees with him.

A. L. Dawe,
Secretary, Canadian Pulp and Paper Association.

I HAVE RESOLVED

to devote my life to the cause of learning. In place of a life of ease and freedom, I have chosen a career of anxiety and toil. A man has higher responsibilities than the seeking of his own enjoyment; he should devote himself to honorable labor.

ALDUS in 1490

Useless Literature

Kingston *Whig*.—The *Whig* has just about decided that it will have to invest some of its hard-earned money in buying a larger waste paper basket—or, in fact, several of them. Every morning's mail brings to the editorial desk such a flood of Government publications, circulars, letters, etc., that the present basket, which is of fairly generous proportions, is completely submerged. The discarded envelopes, requests for free advertising notices, anonymous letters, etc., must perforce be scattered over the floor. And that's just where we get in wrong with the janitor. He thinks we are a very untidy individual, but it's the Government's fault, not ours. Time and again we have protested against the Department of Public Information at Ottawa, issuing that useless and obsolete review sometimes known as *Rowell's Weekly*, though also termed *The Canadian Official Record*.

But a ray of hope gleams in the distance. I. E. Pedlow, member for South Renfrew, has moved in the House for a return as to the number and cost of all those Government publications. When the facts are laid on the table they will probably surprise the people, though they will not surprise any newspaper man. The Department of Public Information, as at present conducted, is a farce. Thousands of dollars a month are doubtless being squandered on the *Official Record* alone. It should be squelched, and without further delay. If it isn't, we'll have to buy that new waste paper basket after all.

Handling the Newspapers

Ottawa.—In an address at the Dominion Postmasters' Association convention read by Mr. W. A. Moffatt of Pembroke, Ont., on the subject of the newspapers and the post-office, he comprehensively revised the situation from the standpoint of the postmasters, and told of the difficulties that were encountered in handling the papers and other second-class matter. He declared that all second-class matter was handled far too cheaply, and its transmission at the existing rates constituted a great financial loss to the Government yearly. A resolution calling for an increase in the postal rates on newspapers and the prohibition of scrap paper as wrappers was passed on the conclusion of this address.

Development of the Babcock Printing Press

New Premises Secured for This Work

THERE is no printing press better known in Canada than the famous "Babcock," and Canadian printers and publishers will be interested in learning something of the Babcock Printing Press Company's achievements and their plans for future development. In this connection "The Day" of New London, Conn., (where the Babcock plant is located) recently contained the following reference:

Title to the property of the Reed-Prentice Co., formerly the Brown Cotton Gin Co., has just been taken by A. B. Leach & Co., bankers of New York, acting on behalf of the Babcock Printing Press Manufacturing Co.

It is now a little more than 36 years since the incorporation of the latter company under the laws of Connecticut.

The original plan for building cylinder presses in New London was arranged with the Brown Cotton Gin Co. by George P. Fenner, who had spent several years in the draughting room of Cottrell & Babcock and of the C. B. Cottrell & Sons and who, having severed his connection with the Cottrell Co., determined to build printing presses himself and formed a partnership for that purpose. At the request of his uncle, Nathan Babcock, the partnership was merged into a corporation under the name of the Babcock Printing Press Manufacturing Co. in June, 1882, and at once commenced business, building the presses entirely from drawings made by Mr. Fenner and under his direct supervision.

The first press was completed in about six months and on January 3, 1883, was shipped to W. W. Ames of De Ruyter, N. Y. This machine has been in constant use for 36 years and is still doing good work and owned by the original purchaser. Since then over 7,000 presses have been sold and are in operation in practically all countries of the world.

In 1883 the agency for the sale of Babcock presses west of the Mississippi river was taken by Barnhart Bros. & Spindler of Chicago, type founders—who have branch houses in all the principal cities of the West and who are still the agents of the Babcock Co.

Outgrew Quarters

In 1899 the local shop, employing some 250 men, was unable to handle all the business of press building and arrangements were made with the Standard Machine Co., of Mystic, to build certain sizes of machines. Later this work was taken to the Narragansett Machine Co. of Pawtucket, R. I., which company is still building a large number of the smaller sizes of two-revolution presses for the Babcock Co. Throughout the years of its manufacture the Babcock printing press, of whatever style or design, has established a reputation for strength, reliability, economy, accuracy and speed, that has placed it in the offices of the leading printers in every state in the Union—Alaska, the Hawaiian Islands, Philippine Islands, Canada, Mexico, South America—many European countries, South Africa, India, Dutch East Indies and China. In many of these countries the company has established agencies, their agents for South America and Mexico being the National Paper and Type Co. of New York, the name being a synonym for fair dealing in all the southern countries of the Western world.

John Haddon & Co. of London, established in 1814, are their agents for Great Britain and her colonies and the Dutch Government printing is done on Babcock presses, sold through the agency of Lettergieterij, Amsterdam.

The excellence of the Babcock Printing Press is due to the untiring industry and inventive genius of Mr. Fenner. Through all the years of the establishing of the business a fourteen-hour day was the ordinary day's work for him, and in fact there was never any limit to the time he was willing to give to the interests of the business. Between 1882 and 1915 he was granted about one hundred patents upon valuable inventions for improving printing machinery, all of which are the property of the company.

Future Success Assured

With the purchase of the shop in which the machines of the company have been built since its incorporation, The Babcock Printing Press Manufacturing Company is re-established and upon a manufacturing basis that cannot fail to bring increased success.

When the plant is in full operation, as it will be within a few months, the present force of about 150 men will be increased to about 300.

The property of the Babcock Printing Press Co. was developed by the Brown Cotton Gin Co., which took it over about 40 years ago and gradually added to the plant until to-day it covers about seven acres of land, on which are buildings with floor space aggregating about 180,000 square feet.

Throughout the trying period of the war the business has been successfully maintained and is now efficiently organized for progressive development upon a constantly increasing scale.

The present officers are: President, Charles A. Collard; vice-president and manager, James E. Bennett; treasurer, Mrs. Geo. P. Fenner; secretary and assistant treasurer, Wilfred D. Wells; chief engineer, Fred S. English; general superintendent, Howard L. Hetherington.

MAKING THE DARDANELLES SAFE FOR NAVIGATION
Darling in New York "Tribune"

Press Gets Hot Criticism

It was the press which came in for most of the criticism at the People's Forum in St. George's Hall, Toronto. Mr. Lindsay Crawford, editor of the *Statesman*, and formerly an editorial writer on the *Globe*, was the speaker of the evening, and his assertions were to the effect that the press censorship of the past four years was unjustifiable in a democratic country. During the discussion which followed Mr. Crawford's address criticism of a more severe nature was indulged in, and the speaker of the evening stepped forward and reminded his audience that until they were prepared to pay the actual cost of production for newspapers they must continue to have the advertising interests dictate the editorial policy of the Canadian newspapers.

Mr. Crawford had something to say, too, about the relations between Great Britain and Canada. Lloyd George, "the autocrat of the breakfast table," he said, would induce Canada's representatives at the Peace Conference to sign something in which the Canadian people had had no voice. He challenged the relations between Canada and Great Britain. "The only State within the British Empire," he added, "is the British Government, which has its headquarters in Downing street and at Westminster."

He dealt briefly with Labor, and declared it was a "diabolical insinuation" that Labor unrest in Canada during the war was brought about by the agents of the enemy.

Tory or Liberal Capitalism

During the discussion one of the Socialist speakers declared that what Mr. Crawford wanted the masses to do was to replace Tory capitalism with Liberal capitalism. It was predicted that ten or fifteen years hence Mr. Crawford would be found at Ottawa aligned with Liberal capitalists.

"I am in this country," Mr. Crawford replied, "because I dared in Dublin to advocate the cause of Labor when it was opposed to the policy of the paper with which I was then identified. I wonder if the speaker has made any such sacrifices. I do say, though, I can see no future for democracy so long as Toronto continues to vote solidly for the Tory capitalists."

Another speaker described Canada's newspapers as a "cringing, cowardly press," and declared that the workers would have to get control of their own organs. Some aspersions were cast at Mr. John W. Bruce for accepting a Government appointment, and Mr. James Simpson hastened to his defense. Mr. Bruce, he said, was the only Socialist who had worked night and day trying to have prison sentences abrogated on those Socialists who had been sent to prison.

More Wasteful Printing

St. John *Standard*:—The *Standard* has received from the Government Printing Bureau at Ottawa three copies of a most elaborate booklet, entitled, "From War to Peace," which contains a general survey of Canada's repatriation plans. The book contains more than one hundred pages, is expensively printed and is a most comprehensive presentation of all the multitudinous committees and organizations drawing pay under the excuse of soldiers' re-establishment. Not the least important outlay in this case is the cost of printing this self-same publication, in which are inserted twenty-nine highly complicated full-page zinc etchings which in themselves cost a good many hundreds of dollars, and which nobody will ever look at excepting for the purpose of criticizing the policy which resulted in their publication. The Committee of Investigation appointed some time ago to look into the affairs at the Government Printing Bureau reported on the wasteful extravagant methods in vogue there. That Committee evidently should extend its activities to the various departments of the Government where it will find very large amounts wasted every year in the publication of unnecessary and uninteresting matter, alleged to contain news value or to be of importance to persons in different lines of industry. It is really shameful, the waste of paper, of time and of labor involved in the preparation of these Government publications. A practical printer with ordinary ability, given some sort of authority in the Government Printing Bureau to check extravagances in the methods employed there, and wasteful expenditure involved in complying with the requests of various Government departments, would save the country hundreds of thousands of dollars.

Current Events in Photograph

MAIN CAISSON OF HUGE DRY DOCKS

The banks of the St. Lawrence River, near the ancient town of Levis, are once more resounding as in days gone by, to the ring of axe, adze and caulking hammer, also to the more modern clatter made by pneumatic riveters and the snap of plate punches. The reason for all this is the great shipbuilding activity going on at Lauzon, a village just below Levis. One of the new dry docks, of which the main caisson is shown in the photo, is claimed to be the largest in the world.

The Standard Form of Contract

Editor of PRINTER AND PUBLISHER:—

Sir: As you are the best medium for reaching the press, and as I am not a member of the C.P.A., I am writing of an experience which I recently had with a well-known, and highly respected agency, with which this paper has had nothing but pleasant relations and honorable dealing.

Last November we signed a contract to carry the advertisement of a well-known financial institution for 1919. The contract was regular—the space had to be used within 12 months. After the advertisement had run ten weeks, we received an order "to kill." We knew the reason that this order had been given. For years this financial institution, and another of a similar character, had agreed not to advertise in this town, and the latter got after the former for breaking the contract. This rather nettled us, and we looked at the contract to see if there is any clause in it by which it can be broken without a substantial reason. In clause 3 of this contract we read that 'the agency may cancel the contract if the advertiser dies, or becomes insolvent, or if the advertiser becomes financially irresponsible." The agency could not say "stop" for any of these reasons. The advertiser had simply changed his mind, and the agency issued a "kill order," but the so-called "Standard Form of Contract" does not provide for this contingency—of course the agency has the option to use the balance of space within twelve months, but the killing of the order meant that it would not be used as the advertisements simply call for 6 inches per week.

I took this matter up with the agency, and protested against the order "to kill." This was not because I did not want to oblige the agency for I have no doubt dropped many advertisements before upon receiving similar orders, but knowing the reason this order had been given, I did not at first feel inclined to yield. The ground, however, taken by the agency for its right to issue a "kill order" is something to which I must object. That ground is the "Standard of Practice." I doubt if it would be recognized in any court of competent jurisdiction.

What does it all mean? If an agency can break a contract, so can a publisher, it is a poor rule that will not work both ways. The contract has no legal value, it is simply for reference purposes only. I have since dropped the advertisement because it is not necessary to our financial existence, and I am always prepared to be agreeable with an agency for I have always found them, generally speaking, fair and honorable, but I am not convinced that the contract can be legally broken, and it is up to those responsible for the "Standard Form of Contract" to revise this work.

Just what arrangements agencies make with clients, when receiving orders, I do not know. It would seem as if they, too, should sign a contract. Had this client signed a contract why should he be relieved? No doubt the agencies wish to oblige their clients, but the newspapers have rights which the "Standard Form of Contract" does not, according to this agency, protect. This contract is either binding, or it is no good, and if it is no good the sooner we have another the better.

Yours truly,
Publisher.

Seybold Buys Oswego Works

One of the most important business transactions affecting the paper industry that has taken place for some time was completed recently, when Charles Seybold, president of the Seybold Machine Company, Dayton, Ohio, purchased the plant of the Oswego Machine Works, located at Oswego, N.Y. While Mr. Seybold has not announced the consideration, it is understood to have been approximately $250,000.

It is expected that about fifty freight cars will be required in the transportation of the equipment from Oswego to Dayton.

The Oswego plant, next to the Seybold concern, is the largest of its kind in the United States. About 125 men are employed at the Oswego plant and when the machinery of that concern is brought to Dayton and installed, it will mean an addition to the present force of the Seybold plant, which now numbers about 200.

Included in the transfer to the Seybold Company will be the good will, patents, copyright, patterns, tools, jigs and all stock on hand, both finished and unfinished, of the Oswego plant.

The Seybold Company's plant under its contemplated enlargement is expected to be in full operation within the next sixty days. The factory building will have to be materially enlarged to provide space for the additional machinery. The J. L. Morrison Co., Toronto, have acted as the Seybold Machine Company Agents in Canada for the past twenty years.

Wrathy Westerner Whacks "Whig"

Kingston *Whig*.— The *Whig* is in receipt of an interesting letter from a reader out in Saskatchewan. It is too good an epistle to be born only to blush unseen, so we reproduce it, just as it came to us, omitting only the writer's name, as the opponents of Union Government might wish to use it for campaign purposes. Probably a "call-down" now and then is for the good of a publisher after all, so we take this one in good part, not forgetting to thank our friend for the remittance he sends along to continue the paper. The letter follows:

"Feb. 18, 1919.

I suppose it is time to settle for your Paper the fact only that Mrs. —— wants It for the Social News I might say it could not come to me no more neather could any paper that up holds such dirty Rotton Princible as your Paper seems to have turned its Coat too as any deasent man can say the Union Government is the dirtyist loest Rotton Princible government that ever croped up under a British Flag and no doubt its dirty low down Princible was imported from what you call the Mother Country which is any unsult to Canada if it had any shame in it and the dirt and gilt will Be Properly Cleaned up if that Rotton Government has Enough Princible left in it to Come to the Country its Rotton Money cannot Buy this Election By no means the fact we have a Bone fire Every Mail night Out heare as no man would Carry home his Paper only the Page with the Market News in the Rest is Rotton to the core and in closed find Order for one dollar for 1919 Paper.

Yours truly,

From Beer to Vinegar

"You can't keep a good man down." This century-worn but truthful adage might well be applied to a business concern, too. We have in mind the Cosgrave Brewing Co., Limited, of Toronto. From a very modest beginning of a few dozen cases per day, the celebrated makers of "Three-Star" became the producers every day in the week of enough liquid refreshments to float a dreadnought. Then prohibition stepped into the ring and with a horseshoe packed in each glove dealt a knockout that cast a dark shadow across the beaming light of the famous Three-Star products. But you can't keep the Stars from shining any more than you can keep a good man down. The Stars have merely shifted their position—from beer bottle to vinegar bottle, from bar-room to grocery store.

So when you enter a grocery or provision store don't entertain any joyous illusions. The three stars no more represent Cosgrave's famous line of beers, but rather Cosgrave's new Three Star line—pure malt vinegars.

As a matter of fact the large brewing plant of the Cosgrave Co. has been turned into a vinegar manufacture plant and it is the aim of the firm to maintain in their Three-Star pure malt vinegars the same qualities that won distinct prestige for their well-known Three Star beers.

The Norris-Patterson Agency has prepared copy for a strong campaign advertising for this new Three-Star malt product.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers
By H. A. Nicholson, Manager Printer and Publisher

THERE is a principle that often enters into typographical display of which too few compositors give due attention. This is appropriateness—display effects that are in accord with the articles, or whatever it may be, the advertisement treats.

Hard and fast rules covering this point are out of the question, but a little study and ordinary judgment should prove a sufficient guide.

An advertisement devoted to machinery, hardware, or some such articles, suggests the use of bold display. On the other hand articles of an artistic and refined nature suggests the employment of artistic and refined effects. Then for the bank and financial advertisement something plain and dignified seems appropriate.

Dry goods, clothing, furniture and other commonplace articles, unless making a special appeal to people of cultured taste, call for display effects reflecting strength rather than refinement.

Large, black headlines and heavy borders are not in accord with the tastes of professors, teachers, artists, cultured persons and those who are said to belong to the "four hundred." When the purpose of an advertisement is to particularly interest this class it should invariably bear an artistic or refined appearance. Such an advertisement, however, might not impress those of less cultured taste; this class of persons would in all probability be attracted by more commanding display.

The subject of appropriateness is a highly debatable one and should be treated with a grain of consideration. The writer recalls a conversation with the head of one of Canada's largest mail order houses in this connection. A rather fine line of jewelry was offered for sale at very attractive prices in their catalogue. Two advertisements were used. One was displayed boldly; the other more refined and not so strong. Both advertisements were "keyed" for the purpose of checking results. One would have judged the refined display as the best and most appropriate style for a jewelry advertisement, even in a catalogue, but it is results that count, and in this particular test the boldly displayed advertisement proved altogether the best seller.

There are many other instances on record where appropriateness in display have "run true to form," and any single case, such as the one just related, should not be accepted as a final test. It will serve nevertheless to illustrate the futility of attempting to lay down any fixed rules governing this point. Yet there is undoubtedly merit in the principle deserving of every compositor's attention and best judgment.

The subject of appropriateness in display was brought to mind by an advertisement in a Calgary paper recently, which made an appeal to "Lovers of the Beautiful." It is reproduced and reset herewith.

Advertisement No. 1.—Seldom do we see a case in which the call for artistic typographical display is more pronounced than in this advertisement. Yet the compositor missed the fact completely. Instead of aiming for something artistic, something that would attract the eye of "Lovers of the Beautiful" his efforts seem to have been directed to just the opposite. Not even an ordinary or fair-looking arrangement has been attempted. The set-up is ugly as a matter of fact, and is very likely to offend the good taste of the persons to whom the advertisement makes its specific appeal.

We have yet to see a bare twelve-point, solid, black border completely surrounding a newspaper advertisement that pleases the eye. The border employed in this instance is particularly displeasing because the space taken up by the advertisement is small. Even a double-page spread hardly offers an excuse for a heavy border such as this. If this kind of border is demanded by the advertiser and must needs be used, probably a one-point or a two-point rule accompanying it, with a lead or more between them, might be permissible; this would soften the harsh, massive blackness which a twelve-point solid rule invariably imparts.

Artistic effects in typography do not by any means always suggest the use of light types and borders, or fancy type and borders. Truly artistic effects may be obtained with Cheltenham Bold (the type principally used in the advertisement under discussion), Caslon Bold, or any strong readable, common-sense type. It all depends upon the arrangement; proper sizes, skilful use of white space, balance, harmony and the other elements of good display.

This advertisement is poorly displayed in several particulars. Our reset ad. endeavors to remedy these faults.

Advertisement No. 2.—It is not always possible for a compositor to govern the style and wording of the advertisement he happens to be putting into type. That is probably true of this set-up, else the compositor (assuming that he knows his business) would not have used the store name seen at the top. The purpose of the advertisement is mainly to sell "Plaid Ginghams and Crepe Cloths," and the introduction of the name immediately before the word that should form the main display lines, has a weakening effect. In other words a prospective buyer would have a better chance noticing the announcement when glancing over the paper if the lines offered for sale stood out in strong type alone and above the rest of the display. This is a fault often seen in the advertisements of some of the largest department store advertisements, but nevertheless modified by the use of a trade mark, monogram or design of some kind. When the firm name is demanded top and bottom, if possible, it is better to include the name in the same type as the display lines immediately following. For instance in this ad., "Fraser's Plaid Ginghams and Crepe Cloths" all in the same type would be preferable.

Prices, especially where bargains are concerned, should be played up strongly. In this case the price was sacrificed for balance. In our reset ad. we have brought out the price and still maintained a balance; also note other changes in our reset from the original.

Advertisement No. 3.—This is representative of a peculiar class of ads. that many compositors find difficulty in setting neatly and effectively. The items fail to lend themselves to good balance in this case. Yet there was no occasion for the poor sample of typography seen here. There was no necessity for crowding the matter against the border, and lighter type would have been better for the names of the six Torchy books. The cut-off border toward the bottom is in poor taste, likewise the signature beneath

Continued on page 36

TO LOVERS

OF THE BEAUTIFUL, the opportunity now presents itself of adding to your collection of Bric-a-Brac wonderful pieces of Cloisonne, Satsuma, Carved Ivories and Curios

AT HALF PRICE

An Opportunity Not to be Missed

CALL AT MITCHELL'S

330 Eighth Ave. West **ORIENTAL STORE** 330 Eighth Ave. West

Sale Positively Ends Saturday Night

Advertisement No. 1. Taken from the Albertan, Calgary. Reduced from 4 columns wide by 4 inches deep.

FRASER'S

Plaid Ginghams and Crepe Cloths

Just to hand in fine colors.

Very Special at 40c. a yard

WHITE PIQUES, INDIAN HEAD, DRILLS, in good quality for Children's wear.

A fine range of GALETIA, NURSES' CLOTH, in good blues that will stand their color.

DONALD D. FRASER

18-20 ONTARIO STREET.

STANDARD PATTERNS NEW SPRING QUARTERLY

Advertisement No. 2. Taken from the Stratford Daily Beacon. Reduced from 2 columns wide by 3 inches deep.

The Book Store

Latest Copyright Books

The Torchy Series

1. Torchy
2. Trying Out Torchy
3. On With Torchy
3. Torchy, Private Sec.
5. Wilt Thou Torchy
6. House of Torchy

==by Sewell Ford

City of Masks, G. B. M'Cutcheon

The Devil's Cradle

A novel of German Arrogance, Culture and Conceit.

==by Mrs. Alfred Sidgwick

W R. TURNER

STATIONERY DRUGS JEWELRY

Advertisement No. 3. Taken from the Sun, Viscount, Sask. Reduced from 2 columns wide by 6 inches deep.

Pretty New Dresses For Spring

Hereabout there is not a more charming or less expensive group of spring dresses than this. Colors and styles are delightful. Finishing details are of the best. These are made of very fine quality Silks and Silk Poplins.

LADIES' SILK DRESSES.

A very fine assortment of Ladies' Silk Dresses in all the newest shades and styles with combination trimmings and fancy Embroidery work, in all sizes, at ..... **$22.50 to $30.00**

LADIES' SILK POPLIN DRESSES.

Our new Spring Stock just to hand of Ladies' Silk Poplin Dresses, in the very newest styles, light and dark colors, including Black, with embroidery and plain fronts, all sizes at ..... **$14.50 to $20.00**

LADIES' SERGE DRESSES.

The very newest styles in Ladies' all Wool Serge Dresses for Spring. In Navy, Brown and Black, with Braid and Embroidery trimmings, large and small Collars, Cord Sashes, at ..... **$16.50 to $30.00**

LADIES' SILK PETTICOATS.

Our new Spring Petticoats have just arrived in shades of Paddy Rose, Wine, Copen, Taupe, etc., in Jersey Silk and Habutai, and Silversheen with Pleated Flounces and Frills at ..... **$5.00 to $8.00**

SILK CAMISOLES.

A complete stock of Fancy Silk Camisoles in shades of Pink, Maize, and White, in Silk and Lace, also Net trimmings with and without Sleeves, in all sizes, at ..... **$1.25 to $3.00**

MILLER & HOHMEIER

Advertisement No. 4. Taken from The Daily Telegraph, Kitchener. Reduced from 2 columns wide by 8 inches deep.

To Lovers of the Beautiful

the opportunity now presents itself of adding to your collection of Bric-a-Brac wonderful pieces of

Cloisonne, Satsuma, Carved Ivories and Curios

An Opportunity Not to be Missed

AT HALF PRICE

CALL AT

Mitchell's Oriental Store

330 EIGHTH AVENUE WEST

Sale Positively Ends Saturday Night

Reset Advertisement No. 1. Original size of set-up was 4 columns wide by 4 inches deep.

Plaid Ginghams

and Crepe Cloths

Just to hand, in fine colors. Very Special at, per yard - - 40c.

White Piques, Indian Head, Drills, in good quality for Children's Wear.

A fine range of Galatea, Nurses' Cloth, in good blues that will stand their color.

Standard Patterns New Spring Quarterly

DONALD D. FRASER

18-20 ONTARIO STREET

Reset Advertisement No. 2. Actual size of original.

The

BOOK STORE

Latest Copyright Books

THE TORCHY SERIES

By Sewell Ford

1. Torchy
2. Trying Out Torchy
3. On With Torchy
4. Torchy, Private Sec.
5. Wilt Thou Torchy
6. House of Torchy

THE DEVIL'S CRADLE

By Mrs. Alfred Sidgwick

A novel of German Arrogance, Culture and Conceit

CITY OF MASKS

By Geo. Barr McCutcheon

W. R. TURNER

STATIONERY DRUGS JEWELRY

Reset Advertisement No. 3. Actual size of original.

The Reset Advertisement Continued from page 33

it. From the second line of type downward the ad. appears confusing, and then, as a finishing touch, the border and signature are inharmonious. Some care has been used in placing white space between the various lines and groups. The same attention to white space between the side border and type would have made the set-up more presentable.

In setting bookstore ads. it is well to remember that buyers of books are as a rule cultured persons and the principle of appropriate display should be adhered to. Note reset advertisement.

Advertisement No. 4.—Quite neat set-up! There is room for improvement, however, in our opinion. The border and type is out of harmony with the illustration, strictly speaking; it is too heavy, plain and black. The illustration would prove more attractive, too, if not placed so close to the border, a defect that would not be so apparent if the border harmonized. The prices are displayed to good advantage and in a pleasing face of type. With all display lines in this face, coupled with a harmonizing border, the tone of this advertisement would be enhanced to a considerable degree. There is not sufficient contrast between the sub-heads and the body type, either, to promote facility in reading. How much better these sub-heads would appear if in type similar to the figures, only, of course, in smaller size type!

Our reset advertisement shows a considerable change in style, and we believe somewhat of an improvement.

Pretty New Dresses *for* Spring

HEREABOUT there is not a more charming or less expensive group of Spring dresses than this. Colors and styles are delightful. Finishing details are of the best. These are made of very fine quality Silks and Silk Poplins.

Ladies' Silk Dresses

A very fine assortment of Ladies' Silk Dresses in all the newest shades and styles with combination trimmings and fancy Embroidery work, in all sizes, at

$22.50 to $30.00

Ladies' Silk Poplin Dresses

Our new Spring Stock just to hand of Ladies' Silk Poplin Dresses, in the very newest styles, light and dark colors, including black, with embroidery and plain fronts, all sizes, at

$14.50 to $20.00

Ladies' Silk Petticoats

Our new Spring Petticoats have just arrived in shades of Paddy, Rose, Wine, Copen, Taupe, etc., in Jersey Silk and Habutai, and Silversheen with Pleated Flounces and Frills, at

$5.00 to $8.00

Ladies' Serge Dresses

The very newest styles in Ladies' all Wool Serge Dresses for Spring. In Navy, Brown and Black, with Braid and Embroidery trimmings, large and small Collars, Cord Sashes, at

$16.50 to $30.00

Silk Camisoles

A complete stock of Fancy Silk Camisoles in shades of Pink, Maize, and White, in Silk and Lace, also Net trimmings with and without sleeves, in all sizes, at

$1.25 to $3.00

MILLER & HOHMEIER

Reset Advertisement No. 4. Actual size of original.

Samples of Good Display

Each of the three newspaper advertisements exhibited here originally occupied dominating space. They have been greatly reduced in size for convenience.

Gordon's, Limited Ad.—Fig. 1 Uniformity of tone is the secret of this pleasing set-up. This has been mainly achieved by the use of one series of type for the display lines throughout the entire ad. No cut-off rules have been employed; white space serves the purpose better when done with good judgment, as in this case.

The Hudson Bay Co. Ad.—Fig. 2—Another tastily arranged advertisement which is appropriately set-up to appeal to a stylish class of trade. Here again one style of type is used in the display lines; cut-off rules, too, are absent as in Fig.1. The illustration is one of those kind that may be used at the top or bottom with equally good effect.

Holt, Renfrew & Co. Ad.—Fig. 3—When advertising space costs from fifty cents to fifty dollars an inch, it takes a firm believer in "white space display" to employ it without stint. This advertiser believes in white space and uses it often and with admirable effect.

Figure 1

Figure 2

Figure 3

A Striking Full-Page Newspaper Advertisement (*reduced*)

It is certain that every reader of the Hamilton *Times* took notice of this powerful effect on the day it appeared in that paper. It is unique as well as strong. The hand-lettered bargain offerings were, of course, easier to read in the full page size than in the above reproduction, but in this connection there arises a question. Would the articles for sale more likely be read if panelled in plain type and the rays of light thrown around the panels? We believe so.

Without attempting to cast any particular reflection upon the striking piece of work it may serve to illustrate an important point that should be remembered by advertising writers and compositors. It is this: Unless the message of an attractive advertisement is made clear, the time and money spent on hand-lettering and illustrations is wasted and an ordinary type, or less expensive ad. would succeed better. This is frequently true of multi-color advertisements where the all-important message is obscured by strong color effects which command all the attention.

An Excellent Example of Typographical Skill

Reduced from 12¼" x 9½"

It would be difficult to improve the typographical appearance of this advertisement. It might well be termed a model, the illustration is placed to the best advantage, and the grouping and spacing of the type is worthy of special attention. Note the head lines. If they were shorter or longer they would not suit the illustration so well, and would not be so easy to read. Then to break a possible monotonous effect the subhead was set in italics, another example of good judgment. Fourteen point type was chosen for the introductory paragraph, then twelve point for the succeeding paragraphs. It was wise not to run the twelve point clear across as in the case of the fourteen point; twelve point would have been harder to read across thirty-four ems (the measure the type is set to in the original) than in two columns adopted. The border design may seem extremely ornamental for an advertisement of this kind, yet it attracts no undue attention and in no wise detracts from the message within. It will be noted that Cheltenham "Light" is mainly used throughout the ad—no better face of type could be used for legibility, dignity and pleasing tone.

The cut of the car originally was a fine half-tone and appeared lighter. Much detail was lost in the above zinc reproduction.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

The Victoria *Daily Colonist* celebrated its sixtieth birthday last month.

W. B. Willcox, of the *News*, was one of the Trail delegates to the Associated Boards of Trade convention at Revelstoke last month.

In order to handle a heavy run of job work in March, the *Herald*, Cranbrook, reduced its size from seven to six columns for a few weeks.

E. P. Lawson, of the *Ledger*, Fernie, had a ten-day stay at Calgary last month, doing the annual convention of District 18, of the U.M.W. of A.

W. A. Myers, of the *Herald*, Cranbrook, spent a month at Victoria, watching proceedings at the Provincial Legislature for the benefit of *Herald* readers.

The newspaper fraternity throughout B. C. sympathize deeply with R. J. McDougall, of the *Herald*, Penticton, whose wife died after but two days' illness, the early part of March. Mr. McDougall was at the coast at the time.

T. A. Love, of the *Gazette*, Grand Forks, has just been elected an alderman of that city. A recent crusade by the *Gazette* was largely instrumental in having the board of aldermen in that city reduced from six to four members.

Robb Sutherland, formerly of the *Daily News*, Nelson, announces that he is at the head of a syndicate that will commence the publication of the Calgary *Daily News* in the interests of the Moderation League.

R. J. McDougall, of the *Herald*, Penticton, was in the legislative gallery at Victoria again this session for the Vancouver *Province*. R. J. also supplied a weekly letter covering legislative doings to the weeklies of Conservative tendencies.

A return brought down in the Legislature last month shows the Government to have spent $42,061.03 in advertising the sales of lands in arrears for taxes last fall. The Fort George *Citizen* fared the best, its accounts in this connection being $10,-400.40.

Chen Sue Yen, a prominent Chinese resident of Victoria, and editor of the *New Republic*, an Oriental paper, was arraigned in the Police Court and formally committed for trial by Magistrate Shaw on a charge, under the War Emergency Act, of being a member of an unlawful organization, namely, the Chinese Nationalist League, which is under the ban of the Federal Authorities. Counsel for the accused was allowed time to furnish bail bonds. Five other Chinese are held under arrest.

A writ has been issued in the Supreme Court of British Columbia, at the instance of J. R. Wallace, of the Fernie *Free Press*, which reads in part as follows: "George V., by the Grace of God of the United Kingdom of Great Britain and Ireland and of the British Dominions beyond the seas, King, Defender of the Faith, Emperor of India, to P. F. Lawson, Esq., Fernie, British Columbia, Editor. We command you that within eight days after the service of this Writ on you, inclusive of the day of such service, you do cause an appearance to be entered for you in an action at the suit of J. R. Wallace." After considerable more legal formulæ the document proceeds: "The plaintiff's claim is for damages for a libel contained in the *District Ledger*, a newspaper published in the City of Fernie, in the Province of British Columbia, for March 14th, 1919, being an article headed 'Just a gentle hint' in the first column of page five of that issue." Since our readers will be interested in the matter due notice will be given of the date of trial and the proceedings will be printed in full.

Alberta

A new daily paper is to be published in Calgary in the near future to be called the *Evening News*. It will support the aims of the Moderation League, recently formed in British Columbia and Alberta, but will on all other matters take an independent stand. Among the practical newspaper men on the directorate of the new enterprise are Robb Sutherland, president and general manager, formerly manager of the Nelson, B.C., *News*; Chas. J. Lang, secretary and advertising manager, formerly in newspaper work in Ontario and Manitoba; H. J. Marshall, late advertising manager of the *Albertan*, and Sergt. J. Bruce Sutherland, who was sporting writer on Nelson, B.C., *News* before going overseas. C. J. Lincke, an experienced newspaper man, well known in the West, will be news editor of the new paper.

Saskatchewan

Between nine and ten o'clock Thursday morning a blaze started in the pressroom of the *Herald* office at Weyburn, and as a result quite a bit of paper was rendered valueless. It would appear that the fire started from a live coal which fell off the ash pan as the ashes were being carried outside. It didn't take long for the blaze to make headway and it was only the prompt action of the fire brigade that saved the plant. Besides the supply of paper which was burned, the folding machine was also injured.

The Moose Jaw *Times* is giving prizes for the best display editorials on "The City of Moose Jaw—The Service Centre." The prizes are $25, $15 and $10. The paper recovers the outlay from a number of small ads on the lower part of the page, the upper portion of which is devoted to boosting Moose Jaw. The following lines over the advertising section explain the idea: "The following merchants, manufacturers, wholesale firms and individuals are in hearty accord with the 'City of Moose Jaw, the Service Centre,' idea, and always stand ready to cooperate with every effort made for its fuller realizations."

Manitoba

Mr. J. W. Miller, who assumed the business management of the Winnipeg *Telegram* last October as the personal representative of Messrs. Davidson & Smith, the new owners, and who in March last was appointed managing director of the paper, has severed his connection with the firm. Beginning his newspaper career on the Ottawa *Citizen* some years ago, he later was identified with the Chicago *News*, Curtis publications, The MacLean Publishing Co., Ltd., and for a number of years was circulation manager of the Winnipeg *Free Press*. Up until the beginning of his duties with the *Telegram*, he was for several years business manager of the *Daily Grain Trade News and Livestock Journal*, Winnipeg, in connection with which he enjoyed a wide acquaintance among the various trade circles throughout Canada and the United States. Mr. Miller has made no plans for the future, but intends to take a much needed rest following his recent recovery from a serious illness.

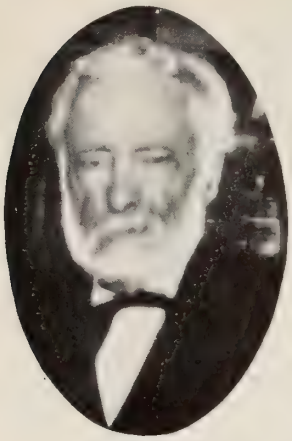
Bruce Walker, Director of Publicity for the Department of Immigration, announced that the Prairie Provinces will be visited during the coming summer by the most influential and largest party of United States editors who have ever come up from the South. It is said that there will be three hundred in

the party, and that every State in the Union will be represented.

Announcement is made of the appointment of Lieut. Sydney G. Webb, as Captain with the Canadian headquarters' staff at Argyle house. Capt. Webb left Winnipeg in the spring of 1915, with the 5th Artillery Brigade as a bombardier and after a few weeks' service in France was placed on the headquarters' staff at the base with rank of sergeant, subsequently being transferred to the general staff at London, where his promotion has been rapid. Capt. Webb was employed in the Grand Trunk Pacific passenger department, Winnipeg, also with the *Tribune*.

Ontario

In the death of Edward D. Hand, at his home at Fenelon Falls, on March 17th, there passed one of the pioneer newspaper men of Ontario, with more than sixty years of activity in the realm of the Fourth Estate to his credit. Born in London, England, May 11th, 1831, he came to Canada at the age of 19, with Port Hope as his destination. A year or so after his arrival in the lake shore town, he entered the office of the Port Hope *Guide* as an apprentice, working there until the spring of 1855, when the desire for independence, which was one of his chief characteristics, manifesting itself, he boarded the stage coach for Lindsay, and founded that town's first newspaper, the Lindsay *Advocate*. Some eleven years later the *Advocate* was amalgamated with the Lindsay *Post*, which had in the meantime been started by Mr. C. Blackett Robinson, and to whom Mr. Hand disposed of the plant and goodwill of the *Advocate*. As the *Post-Advocate* the paper continued for some time, and later dropped the hyphen and became the *Canadian Post*, under which title it was edited for many years by Mr. C. D. Barr, and to-day the *Daily* and *Weekly Post* are edited by Mr. G. H. Wilson, to whom the paper passed from Mr. Barr some years ago.



EDWARD D. HAND

Mr. Hand's next newspaper venture was the Bobcaygeon *Independent*, which he founded and ran for a few years before disposing of it to the late Charles Stewart. He then, in 1872, removed to Fenelon Falls and established the *Gazette*, which he conducted and edited continuously for nearly forty-five years, when the infirmities of age necessitated his retirement. For more than half the time of his residence in Fenelon Falls, and until about two years ago, he held the office of Clerk of the local Division Court, and during all that time he maintained the record of having never missed a sitting of the court, except on one occasion when a temporary illness necessitated his absence.

Married in 1859 to Mary Hannah O'Leary, who pre-deceased him fifteen years ago, he is survived by three sons and four daughters. The sons are John R., at home; Charles E., who at the time of his father's death was at Bramshott Camp, England, on his way home to Canada after three years' service overseas, and Earnest G., of the *Northern Miner*, Cobalt. The daughters are Mrs. M. E. Calder, Misses Edith and Alice, of Fenelon Falls, and Miss Emily, of Toronto. Mr. E. C. Calder, of the Toronto office staff of the Montreal *Star*, is a grandson. Two other grandchildren and three great-grandchildren also survive.

A man of strict integrity and honor, the late Mr. Hand held the respect and esteem of everyone with whom he came in contact in his long and active life.

Miss Coyne, of St. Thomas, has recently been added to the editorial staff of the London *Free Press*, as society reporter.

The Fort William Typographical Union will hold a grand ball and whist drive in Fort William on the night of April 29th.

Private "Bill" Sharman, formerly of the London *Free Press* editorial staff, has recently returned from overseas, where he served with the 1st Battalion.

Fred. F. M. McMartin, night editor of the London *Free Press*, has been forced by ill-health to retire from that position temporarily. His place is being filled by Maxwell B. Coady.

L.-Corp. Archie I. MacKenzie, for several years sporting editor of the Ottawa *Journal*, who enlisted with the 87th Battalion, and was wounded at Regina Trench, has returned from overseas.

Frank Dowling, chief machine operator on the *Times-Journal*, Fort William, has just recovered from a severe attack of the "flu." Mrs. Dowling was also sick at the same time with the malady, but the unfortunate part of it all was the death of their only child, a baby girl while both mother and father were confined to their beds, the *Times-Journal* taking charge of the funeral.

The Goderich *Star* has moved into new quarters in the Masonic Temple across the road from their recent premises on West Street. The *Star* has installed a new and larger press and a new linotype.

Clark Locke is back from overseas. Mr. Locke is secretary of the Ontario License Board, and formerly did Ontario Legislature for the Toronto *World*, being also at one time on the staff of the Toronto *News*. He went overseas with the Royal Field Artillery.

Lieut. George Shibley, R.A.F., recently returned from England after long service in France, during which he was partially crippled in an accident, has resumed his post as day telegraph editor of the London *Free Press*.

George Dottridge, late of the editorial staff of the London *Free Press*, has purchased an interest in the Moffat Print Shop at Owen Sound, where he has just produced the first issue of a bright little weekly paper.

The Ingersoll *Weekly Chronicle* has been taken over from W. J. Elliott by N. A. Willoughby, formerly of Seaforth and a former resident of Ingersoll. The paper suspended daily publication two years ago. It had been owned by Mr. Elliott since 1905.

The *Times-Journal* had a little celebration of its own on March 31, when J. A. Doak, of the 52nd, dropped into the composing room. His old associates stopped work for a moment to give him a rousing cheer. Mr. Doak left here with the 52nd, November 3, 1916. His son Kenneth, also a member of the *Times-Journal* staff, went over in June, 1916. Father and son returned together.

The death has just occurred at London, Ontario, of Wilberforce Dawson, perhaps the oldest printer of the city. He was 79 years of age and started in the trade with the London *Free Press* jobbing department 60 years ago. Two sons, F. H., and D. W., are printers with Dawson Brothers, in London.

The United Paper Company, Limited, Toronto, have opened a new branch warehouse at 64 John St. North, Hamilton. This new warehouse will prove the means of affording quick service to the customers of this firm in Hamilton and surrounding district. C. W. Paull is the manager of the branch.

M. W. G. Purser, editor and proprietor of the Port Hope *Times*, passed away at the home of his mother in Cobourg. The deceased was unmarried, and a host of journalistic friends will unite in regretting the loss of their blind brother, who despite his tremendous handicap in life, was invariably cheerful and optimistic in all things.

The shock resulting from an automobile accident caused the death recently in San Diego, California, of George Whitely Taylor, who for some years was editor of the *Planet*, Chatham, Ontario. Later he edited the *Labor Union Daily* in Hamilton, the *Journal* of Detroit, the Wallaceburg Valley *Record*, and the Rocky Ford, Col., *Enterprise*. He had been an invalid for years.

At the meeting of the Toronto Board of Education, Dr. Caroline Brown, on behalf of the individual trustees, made a presentation of silverware and pieces of cut crystal to Mrs. G. A. Martin, formerly Miss Katie K. Snider, of the *Telegram* staff, and the first woman reporter to record the happenings at the Board of Education meetings. Mrs. Martin was married recently.

As a result of negotiations completed the Smith's Falls *News* and the Rideau *Record* newspapers are to be amalgamated in Smith's Falls with Harry Sutton of the *Record* staff as manager of the company. Col. J. M. Balderson, proprietor of the *News* still retains his interest in the new company. C. F. McKimm, formerly of Brockville, for many years proprietor of the *Record*, is retiring from the newspaper business.

The only loss of blood suffered by Pte. Frank Baker, of the 15th Battalion, suffered during 26 months' active service, was given to save the life of an Australian soldier. The latter was dying at Etaples Base Hospital when Pte. Baker, shortly before sailing for home, came to his rescue and allowed two pints of his own blood to be transfused into the other's veins. Pte. Baker, whose home is at 163 Major Street, Toronto, was employed in the composing room of the *Star* before enlisting.

Three returned men, Capt. Hector B. MacKinnon, M.C., Lance-Corp. Allan McLean, and Pte. Alfred Hassard, were honored by the citizens of the village of Priceville. The three heroes were escorted to the Town Hall and there each was presented with a purse of gold. Capt. McKinnon before enlisting was a member of the *Globe* staff. His brother, Donald, was killed early in the war, and a second brother, Neil, was invalided home.

J. A. Lambert, of Mount Forest, who was placed on the staff in the Parliament Buildings, Toronto, entered on his duties for the present session as fee clerk of private bills in the office of Mr. Wilkinson, assistant clerk of the Legislature. Until recently Mr. Lambert had been occupied since leaving Mount Forest last fall with writing for various Toronto publications and in doing some special city work for the McConnell & Fergusson Advertising Agency, for which Mr. James Fisher, ex-editor and proprietor of the *Confederate*, is the manager for Toronto.

The attention of the Hon. E. N. Rhodes (Speaker of the House of Commons) has been called to articles appearing in the public press accusing him of violating certain provisions of the war, bringing liquor into a prohibited area. Mr. Rhodes denies absolutely, positively and emphatically the truth of such articles, or that he has been guilty in any manner, shape or form of contravening, violating or evading the provisions of such regulations. R. A. Pringle, K.C., of Ottawa, has been retained by Mr. Rhodes and instructed to institute proceedings against all papers publishing such articles.

Waterford *Star*:—The editor of the *Star* arrived home after a holiday of nearly three weeks spent in Buffalo, Philadelphia, Atlantic City, New York, Richmond, Va., Sebastian, Florida, Palm Beach and Washington. The thermometer down there registered around eighty. The orange and grape fruit groves will soon be in full bloom, while the crop of fruit is about gone. They start to pick the fruit in November. Palm trees, cocoanut trees, mules and niggers are most noticeable to visitors to Florida.

Guelph *Herald*:—The first copy of Mr. C. P. Doughty's venture, the Hastings *Star*, has come to hand, and Charlie is to be congratulated on the clean, newsy sheet that he is turning out. In his *Forward*, the new editor indulges in the hope that "though a star of minor magnitude, it may loom larger and larger, if we have the public with us. We hope it may be like the Morning Star, ushering in a better, brighter day in our local life." Good stuff, that; here's hoping this former Guelphite will succeed. Amongst the various good things in the *Star* is an unsolicited testimonial from Thos. E. Hall, in which he speaks highly of Mr. Doughty.

There is more trouble at the Government Printing Bureau, Ottawa, arising this time over the rate paid the printing pressmen and feeders for the overtime they are putting in. The result of the disagreement was that the pressmen refused to show up for overtime work at the Bureau on Saturday afternoon, and will continue to adopt this attitude until their grievance is justified by the department. It seems that the bonus due the pressmen as at March 31st was paid to them, viz., $26, but $4.18 was deducted for the two weeks the men were on strike.

Galt *Reporter*:—It interests the *Reporter* to hear that one of its employees, Mr. Robb Sutherland, has launched a daily newspaper in Calgary—the *Evening News*. Mr. Sutherland was editor and manager of the Galt *Daily Reformer* before that publication was absorbed by the *Reporter*. Then he joined the staff of this journal, subsequently removing to New Westminster, British Columbia, where he managed a daily for several years. Apparently he's growing up with the West and making a name for himself as this Calgary venture indicates. His friends in Galt will be pleased to hear of his progress. The *Reporter* trusts his expectations will be realized in the daily he has launched.

The annual meeting of the Women's Press Club of Toronto was held at the Matilda Jane Tea Rooms, the president, Miss Mona Cleaver, presiding. Dinner preceded the business meeting, every guest finding an original verse composed by the executive as her place-card. The toast of "The King" was proposed by the president. Mrs. E. J. Elliott was toast-mistress. An interesting programme was put on by the members at the close of the elections, which resulted as follows: President, Miss M. L. Hart; vice-president, Mrs. Golder; secretary, Mrs. Pease; treasurer, Mrs. Joyce; executive, Mrs. Dunn and the Misses Porter, Plaxton, Story and Steiner.

The Toronto Press Club, at its semi-monthly dinner at the Hotel Carls-Rite, nominated for the office of president for the ensuing year, F. Prendergast, *Saturday Night;* Peter O'Donovan, *Saturday Night;* W. F. Wiggins, *Daily Star;* J. L. Milligan, the *Globe*, and Capt. H. B. McKinnon, M.C., the *Globe*. For the office of vice-president, G. B. VanBlaricom, C. Robinson, *Daily Star;* Fred Wilson, the *Globe;* E. Paul Reading, *Globe*, and Joseph Hay, press agent, Canadian National Exhibition. The executive committee will be composed of a representative from each of the daily and weekly papers and four from the local trade journals, to be elected by the staff of each paper, and ratified by a blanket resolution at the election two weeks hence. Harry Anderson, president, occupied the chair, and introduced William Banks, jun., of the *Globe* staff, and Capt. H. B. McKinnon, M.C., of the *Globe*, who have just returned from overseas. Both gentlemen delivered short addresses.

Word was received in Brockville, of the death in London, England, of Neville B. Colcock, formerly Agent-General for Ontario. He had been in ill-health for some time. He was seventy-six years of age. He was educated in Yorkshire. After spending some time on the London press he came to Canada. He established the Welland (Ontario) *Telegraph*, and later the *Canadian Farmer*. In 1883 he went to Brockville to take control of the Brockville *Times*. He conducted that newspaper until 1895, when he was appointed by the Federal Government Assistant Inspector of Customs at Niagara Falls. He retired a few years later to become a customs broker in the same city. While there he was Vice-Consul for the United States. In 1908 Mr. Colcock was appointed Immigration Inspector for Ontario, with office in London. In 1910, he was promoted to the office of Agent-General for Ontario at London.

The agreement between the job printers of Toronto and their employers expires at the end of next month and preparations are under way for the drawing up of a new wage scale. The matter has been under consideration by the members of Typographical Union No. 91, and it is understood was discussed at some length at a meeting held at the Labor Temple. The officials declined to disclose the nature of the men's demands, outside of the fact that a substantial increase was being asked for. Unofficially it was stated that the men are asking for a 42-hour week and a minimum wage of $30 per week. The present scale is $24 per week of 48 hours. The agreements between employers and employees in Ottawa, Montreal and a few other points expire about the same time as the Toronto agreement, and it is stated that efforts will be made to have a uniform rate of wages for job printers at all points. The newspaper printers are not affected, as their agreement with the publishers continues in force for another three years.

Word has been received in Woodstock of the death in New York of Daniel S. Kendall, chief editorial writer for the New York *Commercial* for the past ten years. Erysipelas, which set in after an operation, was the cause of death. He was a native of Woodstock, and for many years was a well-known resident. He was born there about fifty years ago, and received his education in the local schools. He studied law and practised there for several years. It was chiefly through his instrumentality that the *Express* newspaper, the publication of which was begun in 1898, was organized. At that time he abandoned law and engaged actively in journalism. Subsequently he went to the Western States and was connected with different newspapers. Latterly, however, he had been in New York.

Three short stories by Charles Christopher Jenkins, a Canadian, who specializes on Northwestern stories, receive special mention in Edward J. O'Brien's "Best Short Stories and American Year Book of Short Stories for 1918." One of Mr. Jenkins' stories, "On the Wire," received the coveted double asterisk in the list of distinctive stories, and two others, "The Trail to the Skies" and "The Skipper's Black Valise," were awarded a star each by Mr. O'Brien. Mr. Jenkins is a more or less regular contributor of fiction to *Argosy*, New York; *Top-Notch*, New York; *Saucy Stories*, New York; the Boston *Evening Transcript*, as well as Canadian publications. Charles Christopher Jenkins is better known among the newspaper fraternity as Charley Jenkins, news editor of the Fort William *Times-Journal*, formerly city editor of the Saskatoon *Phoenix*, and previously connected with the editorial staffs of the Chatham *Planet*, Chatham *News* and Brantford *Expositor*.

Quebec

L. F. Kipp, formerly of Woodstock and Toronto, has been appointed news editor of the newly-organized Montreal *Herald*.

Beginning March 17th, the Montreal *Daily Star* is selling on the streets at two cents per copy. In the past the *Star* has been one cent, except on Saturday, when the price was two cents. Continued war prices of white paper and other materials are given as the reasons for the advance.

The staff of the Montreal *Herald* made a presentation to C. Gordonsmith, who has resigned the editorship of the paper. Representatives of all departments gathered in the local room and C. Lintern Sibley presided. Speeches were made by W. Nutt, representing the accounting department; Wayne Griswold, advertising department; Miss Botting, women's department; L. F. Kipp, editorial department; William Taylor, composing room; Thomas Smith, proof room, and P. St. Clair Hamilton. After the speeches, all of which voiced regrets at severance of a tie of many years' standing, Mr. Sibley asked Mr. Gordonsmith to accept as a souvenir of a period of happy association together, a handsome solid brass desk set. In briefly replying, Mr. Gordonsmith expressed his deep appreciation of the loyalty of the individual members of the staff and his hearty wishes for their future and that of the *Herald*. It is Mr. Gordonsmith's intention to take a couple of months' rest, during which he contemplates a trip south.

John Reade, editorial writer and literary contributor to the pages of the Montreal *Gazette* for forty-nine years past, died at his home at 340 Laval avenue. He was in his 82nd year, and died in the fulness of all his faculties, there being no serious illness, but a gradual ebbing of the vital forces. Seated in his chair at around 11 o'clock in the morning, he called for a cup of tea, took a little of it, conversed freely, and quietly passed away. Since 1870, Mr. Reade had been connected with the *Gazette*. His activities were widespread, embracing many fields of literary work, for he was a student and poet, a man versed in the affairs of the day, to which old age brought no change. He was described years ago as "the grand old man of Canadian letters." Present day readers of the *Gazette*, as well as those of other days, will recall his Saturday contribution, "Old and New." With but an occasional interruption, brought about through the weakness to which old age is prone, he contributed this feature each week. The last article was two Saturdays ago.

Changes of considerable importance took place in the editorial department of the Montreal *Star*. H. M. Boland, who has been city editor since March, 1913, moves up to the position of news editor, with jurisdiction over all the news department, next to C. F. Crandall, the editor. His place on the city desk is taken by R. Holmes Parson. S. Morgan-Powell, who has been telegraph editor and dramatic critic, will devote his talents to literary and dramatic work, his place on the telegraph desk being taken by J. E. Poole, formerly of the telegraph department of the *Herald*. A. M. Dewar becomes night editor, a new departure for an evening paper in Canada. Mr. Boland, the new news editor of the Montreal *Star*, was for many years on the Toronto *Star*, leaving to accept the position of city editor at Montreal. He is a son of Thomas and Mrs. Boland, of 570 Brock ave., Toronto.

Maritime

W. T. Sloan, of the Kentville *Advertiser*, has just returned from overseas.

Printing conditions in Halifax are extra good, most of the printing offices are working night work.

Charles McAulay, who was compositor in the employ of T. C. Allen & Co., has just returned from overseas.

R. B. Allen, editor of the Fredericton *Mail*, was re-appointed official reporter of the N.B. Legislature for the present session.

The Charlottetown *Patriot* is conducting a subscription canvass, offering a prize of a gold watch for every twenty subscribers secured.

The St. John Typographical Union refused to join the movement organized by some labor unions for the legalization of five per cent. beer.

Mr. Havill, secretary of the Printers' Supplies, of Halifax, who has just returned from the Maritime Provinces, reports sales good, with most printers busy.

The Richmond Paper Co. of Halifax, whose plant was completely destroyed in the Halifax disaster, are in running order again and are installing a cylinder press.

H. F. S. Paisley, managing editor of the Sydney *Record*, has returned from Ottawa, stopping at Sackville on the way for a visit to his former home.

W. H. Dennis, of the Halifax *Herald*, recently visited New York as the representative of a syndicate of Halifax business men with an offer of a purse of $125,000 for the Willard-Dempsey bout.

A church newspaper, the *Herald*, to be issued quarterly in connection with St. John's Presbyterian Church, Chatham, N.B., has made its first appearance. The minister, Rev. J. H. A. Anderson, is the editor.

It is reported that the Antigonish *Casket*, published weekly at Antigonish, N.S., by a company of which Michael Donovan was the controlling shareholder, has been purchased by the University of St. Francis Xavier, of the same place, for $18,000.

Among other newspaper men arriving in St. John recently was Flight-Lieutenant Joseph Clarke, D.F.C., a former Toronto newspaper man and son of Joseph Clarke, editor of the Toronto *Star*.

Lieut. Kenneth C. Creighton, city editor of the Winnipeg *Telegram* before going overseas, arrived at his home in St. John recently, on his return from the front. He wears the ribbon of the Military Cross.

James Rolston, for thirty-three years editor and proprietor of the Yarmouth *Times*, died recently at his home in Yarmouth, N.S. He established the paper in 1883, and conducted its affairs until 1916, when he disposed of it to a company organized under the name of the Yarmouth Times, Ltd.

Mr. Harrison, who has been with the Monotype people as inspector for a number of years in the Maritime Provinces, has resigned and joined the staff of the Royal Print & Litho, Limited, of Halifax.

A. H. Lindsay, who has been appointed advertising agent for the Eastern lines of the Canadian National Railways, with office at Moncton, was a member of the writing staff of the St. John *Globe* before going to the I. C. R.

A travelling bag and toilet set were presented to Gordon C. Colter, of the staff of the Royal Print & Litho Company, Halifax, on the eve of his departure for Philadelphia, where he will be connected with the Lanston Monotype Company.

Fredericton *Mail*:—Charles Judge, who has for some time been operator for the Canadian Press in this city, has left his position there to operate for the C.P.R. at the House of Assembly. He is succeeded by H. Fink, formerly of Montreal, who arrived Saturday.

Mrs. C. A. Hamilton, who has arrived in Amherst, N.S., to await the return of her soldier husband, was before her marriage a Miss Mary Vallance, a member of Lord Northcliffe's editorial staff. She is a niece of Harry Lauder, who gave her away at her military wedding in London.

The High School *Herald*, a four-page fortnightly, published by the senior class of the St. John High School, has made its appearance. Its purpose is to aid in fostering a class spirit and also to aid in the movement for the erection of a suitable memorial for the high school boys who have fallen in the war.

Senator William Dennis, of the Halifax *Herald*, has given $5,000 to Mount Allison University, the income from which will provide two scholarships of $150 each for young men entering the university. The scholarships will be in memory of his son, Captain Eric Dennis, who was killed on the Western Front in 1917.

Gordon Colter, monotype operator for the Royal Print & Litho, has accepted the position of inspector for the Monotype people in place of Mr. Harrison, who has joined the Royal Print selling staff. Mr. Colter, on leaving the Royal Print & Litho, was presented by his fellow employees with a handsome travelling bag.

At the annual meeting of the shareholders of the New Freeman Publishing Company, St. John, directors and officers were elected as follows: president, M. E. Agar; vice-president, Dr. W. P. Broderick; secretary-treasury, W. J. Mahoney; additional directors, James Quinn, F. I. McCafferty, Edward Hogan, Harry J. O'Neill and F. J. McInterney, of St. John, and D. J. Collins, of Grand Falls.

At the annual meeting of the St. John Printing Pressmen and Assistants' Union, held in St. John recently, officers were elected as follows: president, Alexander Ellison; vice-president, R. J. Finley; financial-secretary, W. R. Green; treasurer, P. Brown; recording-secretary, A. Dever; sergeant-at-arms, Charles Finlay; executive, W. Ward, R. J. Finley, James Hoyt, A. Dever, H. Hopkins, G. Lynch; delegates to Trades and Labor Council, A. Ellison, A. Dever, P. Brown, W. R. Green and T. Reed.

Colin MacKay, whose experience as a qualified navigator was recognized early in the war by his appointment as an officer in the steamer St. George, which was taken from this side to carry troops across the English Channel, has returned to St. John, and to the staff of the St. John *Standard*. At present he is covering the Provincial Legislature session for his paper.

Lieutenant Willard G. McGinley was a reporter on the St. John *Standard* before going overseas with the 140th Battalion. He reached the firing line in France twenty-nine days after sailing from St. John and three weeks later he

was buried by a shell explosion. After his recovery he spent some time in England on instruction work, but finally secured his transfer to the front and put in five arduous months on the firing line before the armistice was signed.

Word has been received of the death in Denver, Colo., of Hugh W. Blackadar, for forty years postmaster of Halifax For several years previous to taking over the postmastership in 1875, Mr. Blackadar, who was an especially gifted editorial writer, was identified with his brothers, C. C. Blackadar, and the late H. D. Blackadar, in the publication of the Acadian *Recorder*, and together they played a conspicuous part in the early development of the Province. He retired from the postmastership four years ago in failing health, and removed with his wife and daughter to Denver, where his two remaining daughters resided. He is also survived by three sons. Mr. Blackadar, who was 76 years of age, was a son of the late Hugh W. Blackadar, of Halifax, the surviving members of whose family are William, of Dauphin, Man.; C. C., proprietor of the Acadian *Recorder*, Halifax; Mrs. C. W. Ackhurst, Mrs. J. N. Crane, both of Halifax, and Mrs. James Crossley, of Manchester, N.H.

Newfoundland

Another new linotype has been added to the St. John's *Daily News* battery.

Richard Malone, at one time of the job printing staff of Bowden & Co., of St. John's, and later of the staff of the St. John's *Daily Star*, but now residing at Cambridge, Mass., visited his native city the early part of February.

D. R. Thistle, business manager of the St. John's *Daily Star* since its establishment, has resigned his position and given up the newspaper business altogether for the present, and has accepted a position as head of a department of A. E. Hickman & Co., Ltd., of St. John's.

On the evening of February 27, the staff of the St. John's *Evening Herald* held a dance at the office of that paper. The repairs to the building, made necessary by the fire some months since, are nearing completion, and installation on machinery will be pushed rapidly ahead upon its arrival.

F. C. Bond lectured to the business men and clerks of St. John's, Newfoundland, on Monday evening, March 3, dealing with newspaper advertising and how to get best results from its continuous and judicious use. The lecture was enlivened by an exhibition of moving pictures on retail merchandising.

J. S. Currie, M.H.A., editor of the St. John's, Newfoundland *Daily News*, lectured before the Knights of Columbus at St. John's, on the evening of 10th February. Mr. Currie was the Newfoundland press representative who visited the battlefields last year, and his lecture to the Knights of Columbus dealt with that tour.

Ern. J. Goodland, of the firm of Gray & Goodland, will likely become business manager of the *Daily Star*, of St. John's, in succession to Mr. Thistle. Mr. Goodland was foreman of the *Star's* job department up to the death of his father, a couple of years or so ago, when he resigned to take over his father's interests in the firm of Gray & Goodland, of St. John's. Mr. Goodland is also Newfoundland's representative for the Toronto Type Foundry Company.

Arrangements are now in progress for the publishing of a new directory for the city of St. John's, Newfoundland. A census of the city is now being taken for the directory by the Tag Day Girls of the Women's Patriotic Association, and the proceeds will be placed to the gift fund of that organization. The new directory will be published by the Maritime Directory Company, and will contain the name, occupation, and street address of every person 18 years and over. It will also contain an alphabetical list of the names of residents of Carbonear, Bell Island, Harbor Grace and Trinity. It is four years since the last directory of St, John's was published.

On the evening of February 15, the staff of the St. John's, Newfoundland, *Daily Star*, presented Mr. Thistle, upon his resignation as business manager of that paper, with a set of gold cuff links and a fountain pen. The presentation took place in the editor's office and was made by the editor, Dr. Mosdell, who referred briefly to the work of Mr. Thistle, to which is attributed much of the success of the newspaper of which he had been business manager since its inception. Short speeches were made also by R. Dowden, W. Gaulton, G. Ivany, and B. Parsons. To all of which Mr. Thistle replied, thanking them for their kind remarks and good wishes and for the valuable gifts.

On February 15, the *Daily News*, of St. John's, Newfoundland, celebrated its silver jubilee. That paper first made its appearance on the streets of St. John's on the morning of

Thanks

The 75th anniversary edition of The Globe—issued on March 5th—met with very many happy expressions of good-will. To all publishers who extended fraternal courtesies, is tendered the appreciation of

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Persons desiring to tender are requested to communicate with THE SECRETARY OF THE WAR PURCHASING COMMISSION, BOOTH BUILDING, OTTAWA, stating the items in which they are interested, whether new or second-hand or both.

Arrangements will be made to have samples on exhibition at places throughout Canada; specifications, full details, and tender forms will be mailed when ready to those who have registered as suggested above.

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All communications should be addressed to the Secretary, War Purchasing Commission, Booth Building, Ottawa, who will be glad to supply lists and further details to those interested.

February 15, 1894. It was a new venture—the publishing of a morning paper in St. John's. Its founder and first editor was the Hon. Dr. J. Alex. Robinson, now Newfoundland's Postmaster-General. In 1898, the *News* was sold and H. Y. Mott, the present Clerk of the Newfoundland House of Assembly, became its editor and general manager. When Mr. Robinson became Colonial Secretary in 1897, Dr. Walter March, who afterwards founded the *Western Star*, of Curling, acted as editor for a few months, until its sale the following year. In 1905, H. A. Morine succeeded Mr. Mott as editor. The following year the paper was again in the market and was purchased by Robinson & Co., Ltd., and Dr. Robinson, who in the meantime had established and very successfully conducted the *Free Press*, of the same city, again became editor-in-chief of the *News*, the *Free Press* continuing as a weekly publication, with J. S. Currie as its editor, who also became business manager of the *News*. This continued till 1916, when Hon. Dr. Robinson was appointed Postmaster General, Mr. Currie became editor-in-chief, and John C. Puddister became business manager. Some of the *News'* present staff have been with that paper since its inception.

Where the Ladies Fell Down

After eight months as the only newspaper in New Jersey edited, managed and printed entirely by women, the *Evening Union*, Governor Walter E. Edge's afternoon paper here, went again under the guidance of men. Its editorials, news and advertising forces were composed entirely of college women, but the experiment was not a success, chiefly because of the failure of the reporters and editors to develop a "news sense" and what men would call "pep" in the handling of news stories.

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7-col. Quarto Two-revolution Campbell Press, 4 form rollers, 4 distributors, table distribution, front tapeless delivery.

Whitlock Drum Cylinder, 25 x 34, table distribution, rear tapeless delivery, 2 form rollers, 4 distributors, back-up.

6-col. Folio Diamond Cylinder, with power fixtures.

10 x 15 Falcon.
10 x 15 Colts'.
13 x 19 Gordon, with power fixtures and Century Fountain.

7 x 11 C. & P. Gordon.
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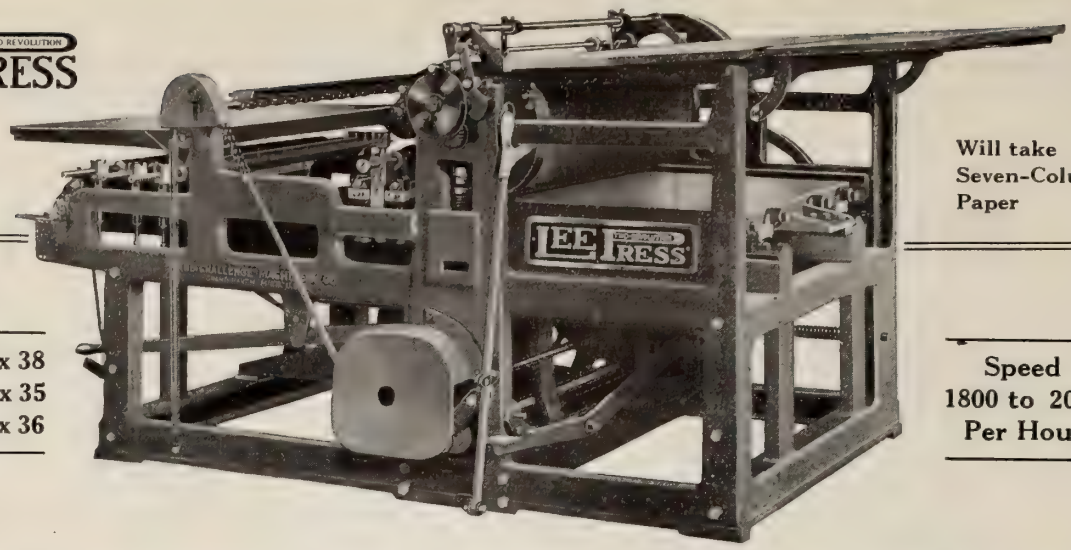

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Specially designed for Mail Order, Catalog and Magazine Work.

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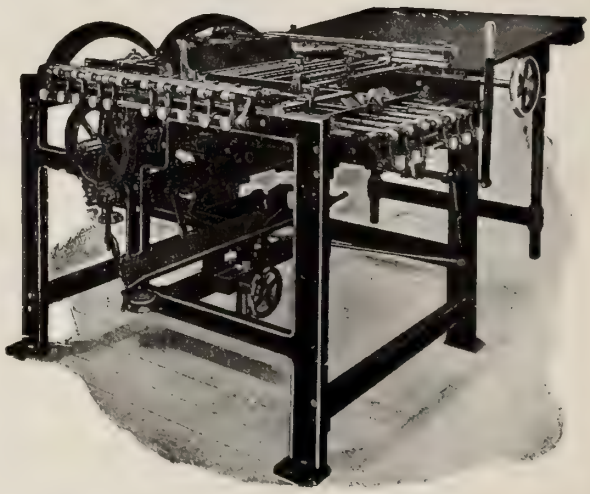

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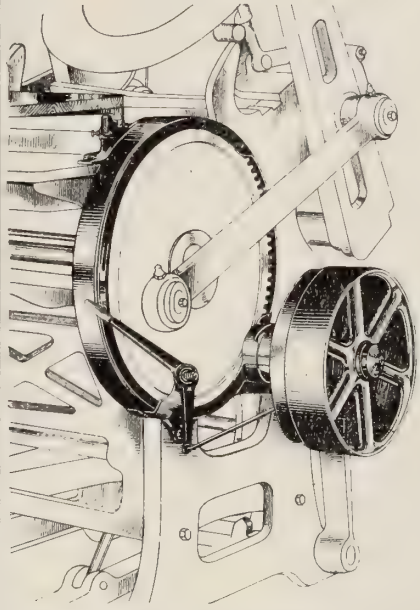

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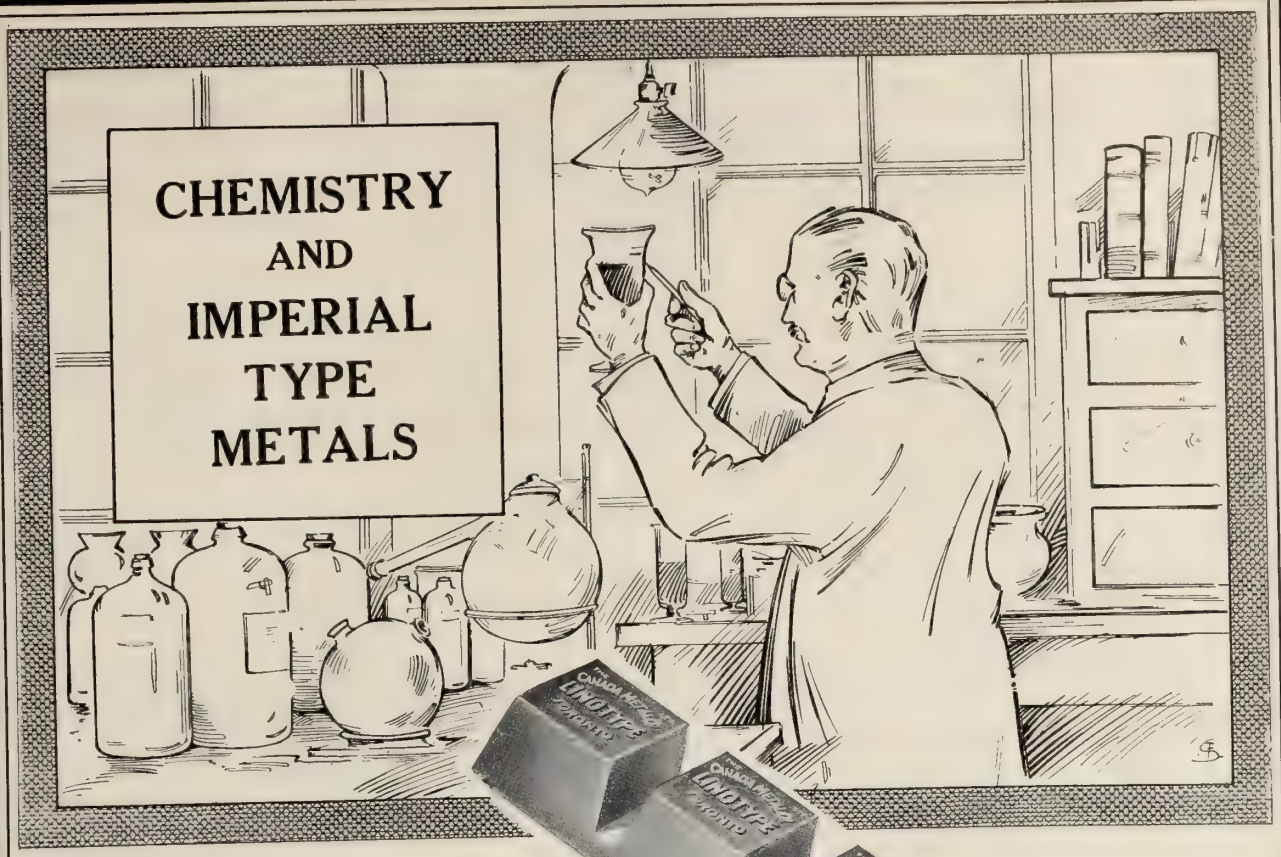

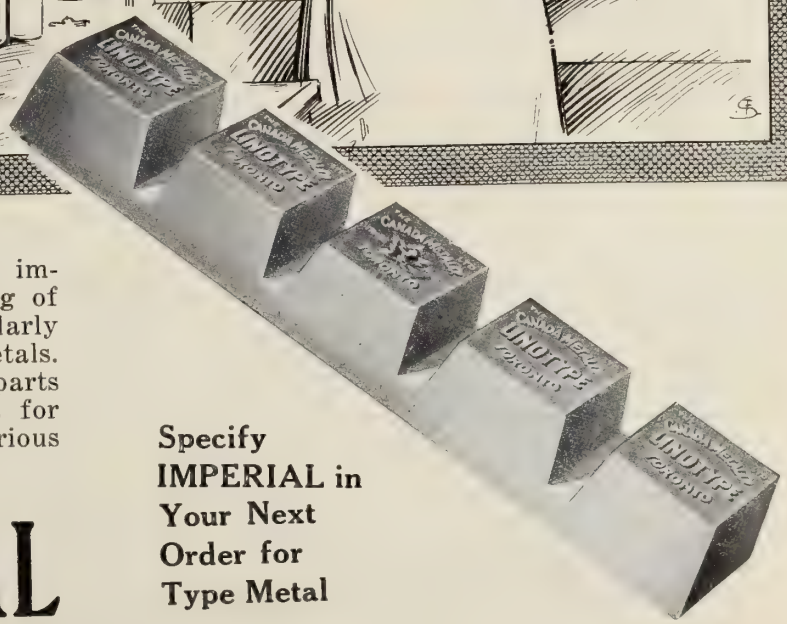

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★ **Stefansson's story will be published exclusively in Canada in MACLEAN'S. The series of articles by him, now appearing in American and Canadian newspapers, refer entirely to his experiences on previous explorations and do not deal with the journey that he undertook for the Dominion of Canada and completed last year.**

Other Outstanding Features of April MacLean's

"Imperial Relations Must be Worked Out," by Viscount Bryce. An important announcement on the future construction of the British Empire.

"Reconstruction in Turkey," by Stephen Leacock. A humorous article on the present condition of things in Turkey as seen by Canada's great humorist, and applied to Canadian conditions.

"Bulldog Carney," by W. A. Fraser. A splendid novelette of the Canadian West, complete in this issue. Illustrated by Charles L. Wrenn.

"Opening the New Book," by J. K. Munro. An article on the situation at Ottawa created by the new Liberal leadership—smashing, impartial, fearless.

"The Sun Gazer," by Charles G. D. Roberts. A remarkable animal story. Illustrated by Artheur Heming.

"Canada's Fishmonger General," by Thomas M. Fraser. An article on a young Canadian who put Canadian fish on the diet of the British armies by a series of Barnum and Bailey advertising stunts.

"Bombing the Boche," by Lieut. J. Vernon Mackenzie. The second of the two articles that Mr. Mackenzie has written on the whirlwind campaign of raid reprisals which so frightened all Germany.

"The Transformation," by Frederic S. Isham. Illustrated by Hanson Booth. The second instalment of this sparkling new serial.

"Man and Wife," by C. W. Stephens. Illustrated by R. M. Brinkerhoff. The first instalment of a three part story of Canadian life by a new Canadian writer—a delightful love story with a background of business intrigue.

The Review of Reviews

The best articles from all publications the world over are selected and condensed for this department. Some of the articles in the April number are:

The Man Behind Bolshevism.
Could German Fleet have been Destroyed.
The Secret Plans of the Allied Command.
Too Much Wilson.
Is the ex-Kaiser Haunted?
Next Government Will be Labor.
New Life of Deposed Princess.
A New Kind of Socialism.
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The Cohort of the Damned.
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Read over this outline of some contents of recent issues of

The Financial Post

Realize the business value of being able to talk and act with sure knowledge of these matters in your dealings with other business men.

The Post of April 5th, 1919,

CONTAINS:

An Opening for Canada in Irish Linen Industry
Trust Company is Formed by Merchants' Bank
Labor Commission Will Aid Industry
Fairbanks-Morse Shows 44.38 Per Cent. on Common
C.P.R.'s Position Was Maintained During Year
A Canadian U.S. Alliance in Bank Field
Big Bond Issue for an Eastern Pulp Company
Building Costs Not Likely to be Lower
Big Market in Sight for Canada's Paper
U.S. Railroads Are Ignoring Steel Prices
Germans "Saved Materials From British"
Canada is Now Buying Less in United States

The Post of April 12th, 1919,

CONTAINS:

Millers Seek Assistance of Government
Steel Industry Unsettled by Price Fixing
People Must Discharge the Debt of the Nation
Railroads for Tariff Commission
Dominion Iron Making Claim to $21,000,000
Montreal Power Refuses to Bow to Union Demand
Goodwins Show $34,000 Gain in Gross Profits
Can Sir Adam Beck Run Toronto? (Editorial)
House Demand in Toronto is Very Brisk
Enormous Expansion in Fire Insurance
Marked Growth of Automobile Insurance
Burglary Insurance Co.'s Meet Heavier Losses
Life Companies Swamped With New Business

THE above are only a few of the many subjects of real profit-making interest to active men of affairs which have been dealt with by expert writers and editors in THE POST recently. THE POST will keep you informed on Canadian business matters in a way unrivalled by any other publication. A good plan—and one followed by a number of leading executives—is to have an assistant receive and read THE POST carefully, marking special items to which your attention should be drawn. Send for a subscription to-day for yourself or for your assistant. The price is $3.00 per year, and you have only to fill in this form.

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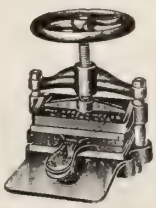

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Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
The Columbia Printing Ink & Roller Co., Hamilton St., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

PROOF PRESSES
Stephenson, Blake & Co., 60 Front St. W., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.

PURCHASERS OF OLD TYPE, ETC.
J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

RAGS—WIPING
E. Pullan, 20 Maud St., Toronto.

REGISTER GAUGES
E. L. Megill, 60 Duane St., New York.

ROLLERS We give prompt delivery, lowest prices and complete satisfaction.
Order your rollers in time to give them opportunity to season.
Winnipeg Printers' Roller Works
175 McDermot Ave. :: Winnipeg

Timely Features
Little Talks on Trees
Hints for the Motorist
Weekly House Plans
Art Needlework
The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD.

ATTENTION
OLD TYPE—BRASS
Copper, Zinc, Electro and Stereotype Plates and Old Brass
Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.
J. C. & L. W. EPSTEIN CO.
65 Pearl Street TORONTO
Ship us your scrap iron, rubber and paper.
Write us for Quotations

REGISTER HOOKS, BLOCKS AND CATCHES
The Challenge Machinery Co., Grand Haven, Mich.

ROTARY PRESSES
Goss Printing Press Co., 16th Street and Ashland Ave., Chicago.
Hoe & Co., R., 504-520 Grand St., New York.

ROLLER SUPPORTERS
The Challenge Machinery Co., Grand Haven, Mich.

STEREO PAPERS
L. S. Dixon & Co., Ltd., 38 Cable St., Liverpool, England.

SECTIONAL BLOCKS
The Challenge Machinery Co., Grand Haven, Mich.

TYPE-HIGH MACHINES
The Challenge Machinery Co., Grand Haven, Mich.

TIN FOIL PAPERS
J. & W. Mitchell, Birmingham, Eng.

TYPE FOUNDERS
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg.

THE NEW ERA PRESS
A Multi-Process Printing, Punching, Perforating, Cutting and other operation machine. Manufactured by The Regina Co., Rahway, N.J., U.S.A.

Printer and Publisher Want Ads.

2 cents a word—10 cents extra for box number

BUSINESS OPPORTUNITIES

WANTED NEWSPAPER AND JOB printing plant, showing net yearly profit of three to five thousand. Give full particulars and lowest price in first letter. Location immaterial. Box 638, Printer and Publisher. (p3p)

OPPORTUNITY OFFERS FOR A PRACTICAL printer to purchase part interest in well-equipped plant in important city in Ontario. Would be required to take factory supervision over on salary basis. Splendid prospects to a "live wire." Box 637, Printer and Publisher. (p3p)

FOR SALE — NEWSPAPER AND JOB printing plant in good part and town of Northern Ontario. Can be made to earn $6,000 per year. Plant cost $6,500. Nearly new. Linotype. Sell for $5,000 on easy terms. Great chance for two enterprising young men. Box 642, Printer and Publisher. (p4p)

ESTABLISHED JOB PRINTING BUSINESS for sale. Splendid town Western Ontario. Box 643, Printer and Publisher. (p6p)

FOR SALE

THE BEST DAILY AND WEEKLY NEWSpaper proposition in Ontario; will require $20,000 to swing. If deeply interested, write, otherwise too busy to answer questions. Apply Box 644, Printer and Publisher. (p5p)

TRANSLATIONS

ENGLISH INTO FRENCH AND VICE versa. Advertising Booklets, Technical literature, Catalogues, Circulars, Posters, Commercial and other Correspondence. Why not secure Expert Service at once? It saves time and avoids unpleasantness arising from unsatisfactory translations. Moderate rates, including proof-reading. Correspondence especially solicited from Printers and Advertising Agencies. Léon A. Archambault, P.O. Box 135, Station B, Montreal.

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto.

EQUIPMENT FOR SALE

PRESS BARGAINS — GORDON, THIRTEEN by nineteen inside chase, power fixtures, $75; Westman & Baker No. 1, $50; nineteen inch interlocking cutter, $42; slightly used triple and newspaper cases, 50c each. Waverley Press, 1860 Queen St. East, Toronto.

FOR SALE—AN ECLIPSE DOUBLE FEED folder, in first-class condition. The News-Record, Clinton, Ont. (p5p)

FOR SALE — COTTRELL NEWSPAPER press, 6-column, also quantity of 8 and 10 pt. body type. All in good condition. Advertiser-Topic, Petrolia, Ont. (p7p)

SITUATIONS VACANT

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 68 Temperance St., Toronto.

ASSISTANT TO SALES MANAGER WITH printing and lithographing house, Montreal, Canada. Must be capable printing estimator and possess tact and knowledge necessary to the receiving of clients and developing their inquiries. Previous experience in printing office preferred. Good position for progressive young man of good character. Apply stating experience and salary to start, to The Federated Press, Limited, 11-13 Cathedral Street, Montreal, Canada.

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

EQUIPMENT WANTED

WANTED GOOD USED TYPE-SETTING machine. Full particulars first letter. Price must be right. W. Bryant, Thedford, Ont. (p5p)

WANTED — SMALL HAND LEVER PAPER CUTTER. MUST BE IN GOOD CONDITION. APPLY BOX 639, PRINTER AND PUBLISHER. (ptfp)

Have You Any Equipment Out of Action?

Idle machinery or other equipment is of no use to you, but there is sure to be a printer not far away who could use it to good advantage, and he would no doubt pay a reasonable price for it. Put an ad on this page and you will make a sale in quick order.

2 Cents Per Word

If you want your ad to occupy double space the charge is 4 cents per word.

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ENDURANCE ROLLERS

Now is the time to order Rollers for Spring and Summer use.

Don't wait until you have to have them.

Two or three weeks proper seasoning will add fifty per cent to their life.

SCIENTIFIC BLACK

The best Black in the world for fine half-tone work on coated stocks. Dries quickly—very dense—beautiful finish.

Sample gladly submitted upon request.

THE AULT & WIBORG CO.
OF CANADA, LIMITED

Montreal Toronto Winnipeg

MORE THAN 38,000 IN USE

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

THE FEDERAL PRINTING CO.

NEW YORK

Installs a Model 20 Display Linotype and Two Model 9s

This new equipment enables the Federal Printing Company—one of the largest and most successful book and job plants in the world—to render quicker and more efficient service by producing display composition, up to and including 30-point, direct from the Linotype keyboard —with "Straight-Matter" speed and economy.

CANADIAN LINOTYPE LIMITED

68 Temperance St., Toronto

MERGENTHALER LINOTYPE CO., New York, U. S. A.

CHICAGO SAN FRANCISCO NEW ORLEANS

This Advertisement, Including Border Ornaments, is Composed Entirely of LINOTYPE *Material*

PRINTER & PUBLISHER

for MAY, 1919

PUBLISHED MONTHLY BY THE MACLEAN PUBLISHING COMPANY, LIMITED, TORONTO .. .. .. SUBSCRIPTION PRICE, $2.00 PER YEAR

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

FIBRESTOC

MADE-IN-CANADA

COVER

Canadian Printers' Favorite Cover Paper

WHY pay high prices for imported cover papers when you can secure good quality **Made-in-Canada** Covers and save from $3 to $5 per ream?

FIBRESTOC is Canada's leading cover paper and is finely suited for the best of Catalogues, Booklets, Folders, Post Cards and envelope fillers.

FIBRESTOC is bulky and strong—the kind that stands rough handling in the mails. Gives the best of protection to inside stock. Folds easily and evenly with the grain. Embosses deeply.

Made in all popular colors—**White, Buff, Brown, Grey, Blue, Green, Robin's Egg, Lavender and Russet**—permitting excellent results in ink dressing.

The reliability, adaptability and quality, coupled with its moderate price, makes FIBRESTOC the most desirable cover paper for Canadian printers.

A phone call or post card will bring you samples.

TRADE MARK

This design a guarantee of quality

Distributed by

Hamilton, Ont. - - Buntin, Gillies & Co., Limited
Montreal, P.Q. - - - Canada Paper Co., Limited
Ottawa, Ont. - - Buntin, Gillies & Co., Limited
Quebec, P.Q. - - - - - - - - L. P. Turgeon
Toronto, Ont. - - - Canada Paper Co., Limited
Vancouver, B.C., Smith, Davidson & Wright, Limited
Victoria, B.C. - Smith, Davidson & Wright, Limited
Winnipeg, Man. - - Barkwell, Paper Co., Limited

Other Good
C.P. Co. Covers

Wove Mill
Cashmere
Derby
Tinted Art S. C.
Tinted Art Suede

Made in Canada by

CANADA PAPER CO. LIMITED

WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

"DOMINION"

BLACK INK

Used in Canada wherever Good Printing is Done

ONLY MANUFACTURERS *of the Famous*
NON-OFFSETTING HALF-TONE BLACK

Dominion Blacks Dry With a Lustre

VICTORY BLACK

This ink dries at once and you can back up a form immediately.

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

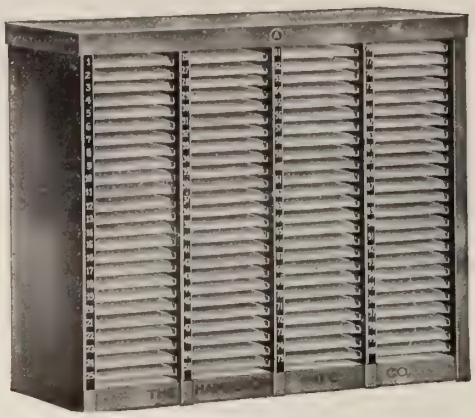
128-130 Pears' Avenue, Toronto, Canada

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice *Manager for Eastern Canada*
128 Bleury St., MONTREAL
Phone Main, 5124

PRINTER AND PUBLISHER, May, 1919. Vol. 28, No. 5. Published monthly at 143-153 University Ave., Toronto, by the MacLean Publishing Co., Ltd. Yearly subscription price, $2.00. Entered as second-class matter at the Post Office Department at Ottawa, Canada. Also entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, N.Y., U.S.A., under Act of March 3rd, 1879.



PAGE STORAGE

An Ever Present Problem in the Composing Room

The illustration shows a unit style galley cabinet for storing pages on galleys; one of the most useful pieces of equipment ever designed for the printer.

The unit galley cabinet is only one of many forms of cabinets for storage of this kind. We also supply imposing-tables in convenient sizes, either completely equipped with galley storage space or with one side devoted to lock-up materials and the opposite side for galley storage, which makes an ideal arrangement.

Another convenient form of storage is in the shape of galley trucks on easy moving casters, which is especially desirable in the larger book and catalog offices.

Send for complete illustrated circular of galley storage appliances. Mailed free on request.

The Hamilton Manufacturing Company

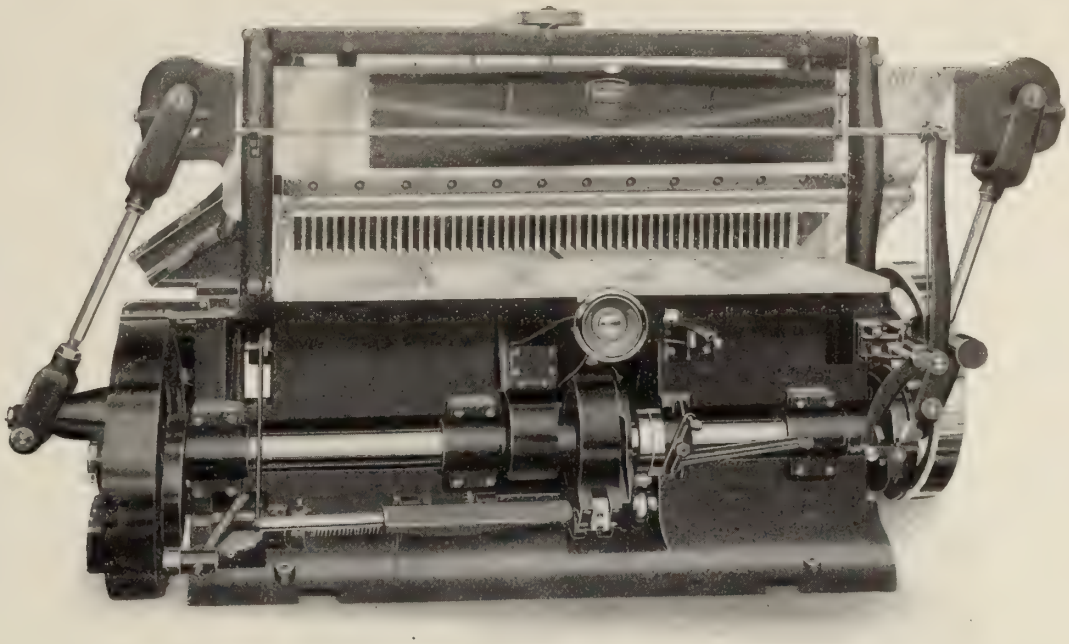
Main Office and Factories TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern. J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St.; Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed to every enquiring printer.

ANNOUNCEMENT



We are pleased to advise that we have been appointed Exclusive Agents for Canada and Newfoundland for the

Seybold Machine Works
Dayton, Ohio

Manufacturers of the Dayton, Seybold, Oswego, Brown & Carver and Ontario Paper Cutting Machines and other Bookbinding Machinery manufactured by the Seybold Machine Co. for the territory west of Port Arthur and east of and including Ottawa and the Ottawa Valley and General Agents for Ontario west of Ottawa. Prompt shipment can be made from our warehouse stock of standard sizes. We keep a Seybold and Oswego expert permanently on our staff of machine erectors at Toronto, Montreal and Winnipeg.

Write for Literature, Prices and Terms

Toronto Type Foundry Co., Limited

Everything for the Printer, Bookbinder, Photo-Engraver, Paper Box Maker and Allied Trades

Montreal **Toronto** **Winnipeg** **Regina**

Thrift Writing

M. F.—White

New Line of Paper at an Attractive Price

Thrift Writing is true to its name. It means thrift for the printer and thrift for the customer. Combines **quality** as well as **economy.** It's a writing paper that will appeal to every printer who seeks good value.

Full Reams - -	**13 cts. per lb.**
Case Lots - -	**12 cts. per lb.**
Tons - - -	**11 cts. per lb.**

17 x 22—16 lb. **19 x 24—19½ lb.**
17 x 28—20½ lb. **22 x 34—32 lb.**

Samples on Request.

UNITED PAPER MILLS LIMITED

64 John Street North
Hamilton, Ont.

66 Temperance Street
Toronto, Ont.

Co-operation and Honesty

Ask us to explain how our Co-operation with our Quality and Service can help you

have in two and one-half years built up the finest envelope business in Canada. Also a fine foundation for what we expect will some day be the largest.

For the Trade Only.

Manufacturers of Machine, Handfold, Metal Clasp and Button and String Envelopes.

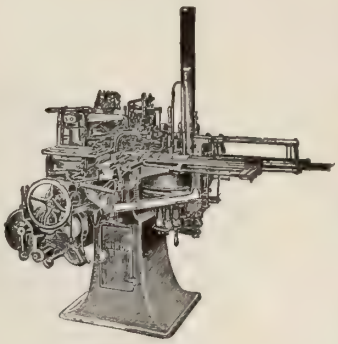
Toronto Envelope Company, Ltd.

119 Adelaide Street West

Toronto - Canada

NON-DISTRIBUTION

Why It Pays the Printer



It eliminates the investment in types and replaces it with a smaller investment in Monotypes with practically no depreciation. Joe B. Redfield, President K-B Printing Co., Omaha, Neb., says:

"We charge every hour that our Monotype puts in producing type and material to the hand composing room. Were it not for the fact that we have the Monotype Type-and-Rule caster, we would have an additional twenty thousand dollars tied up in foundry type. The depreciation on this alone would amount to five thousand dollars a year."

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA

NEW YORK, World Building — BOSTON, Wentworth Building
CHICAGO, Plymouth Building — TORONTO, Lumsden Building
Monotype Company of California, SAN FRANCISCO

This Advertisement set in Monotype Series No. 38 and Monotype Rule

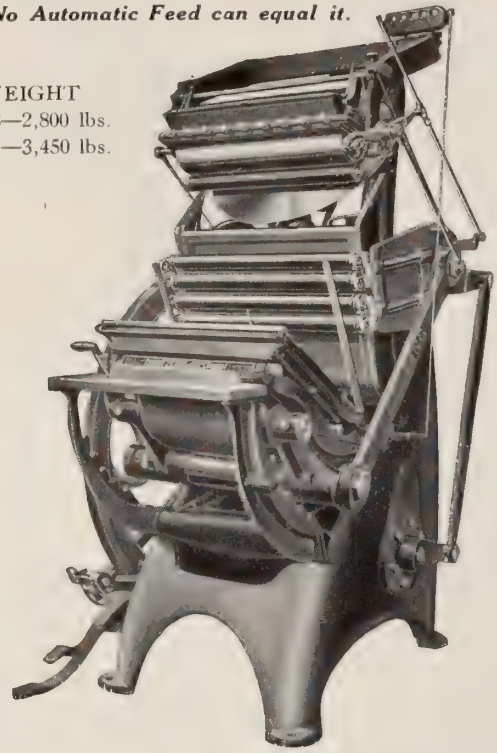
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

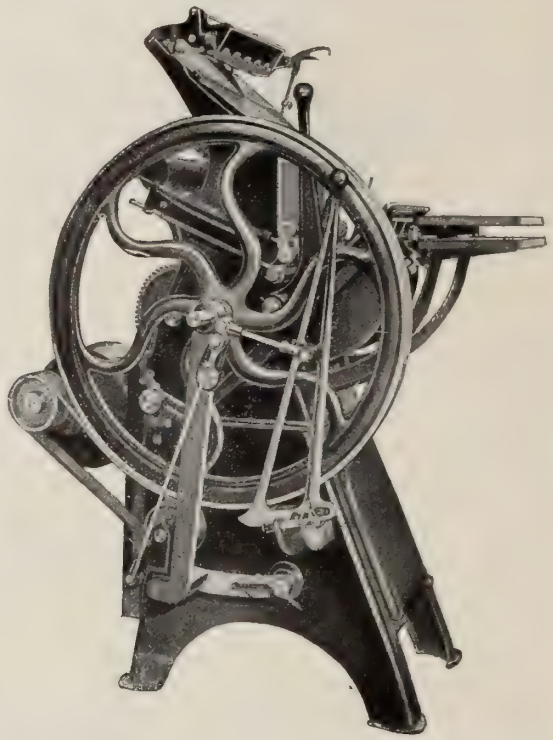
An extensive line of Presses, Cutter and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS



Six Strong Points of the Pearl Press

1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. **Easy Operation**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. **Durability**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. **Strength**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. **Noiseless**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. **Cost**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

The Don Valley Paper Co. Limited

TORONTO

ENVELOPES

Order your Envelopes from our Montreal or Toronto Offices. We make all kinds and sizes. Orders big and small given careful attention.

Commercial Envelopes, No. 6, 7, 8 and 8½

Official Envelopes

Catalog, Tongue, Eyelet, Tension, Counter and Cabinet Envelopes

In Manilla, Jute and Kraft. Open end. Sizes 4⅛x6¼ to 9½x15 carried in stock.

Write for our Price List

W. V. Dawson LIMITED

MONTREAL—93-103 St. Urbain Street
TORONTO—64 Wellington Street West

Prompt Service Assured

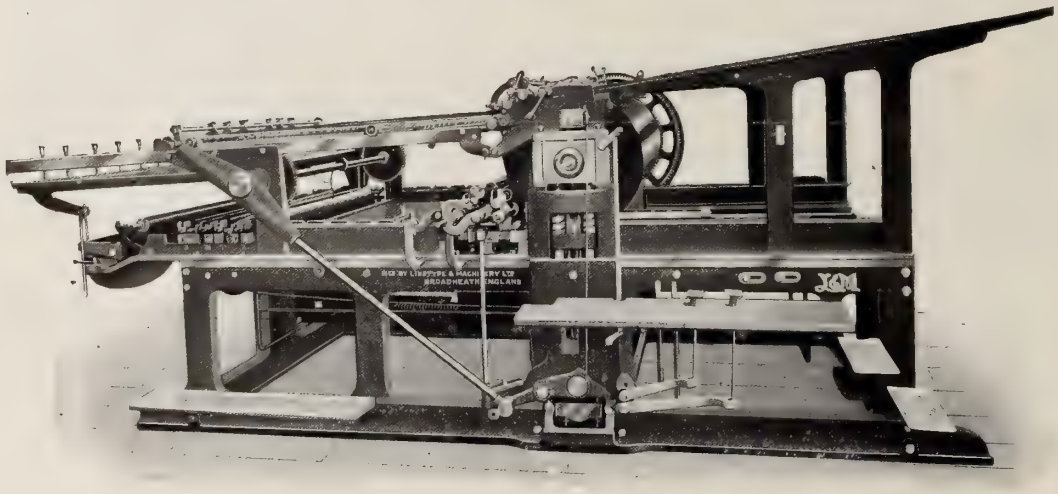
Modern Machines for

Manufactured by Linotype and Machinery, Limited,

COMMENCING in June, a representative of Linotype & Machinery Limited will visit all the principal towns in Canada and explain the construction and special features of the Letterpress and Lithographic Machines manufactured by this Company, including the L & M and Centurette Two-Revolution Presses and the L & M Offset and Direct Litho Rotaries.

Head Office: 188 Fleet St., London, England

The L & M Two-Revolution Press



This press is producing the highest grade of half-tone and colour printing, as well as the finest book, jobbing and general magazine work.

It is correctly designed and is built of perfect material by skilled engineers. This press may therefore be run continuously year in and year out, and will continue to produce work of the best quality.

Amongst the features of this press are pneumatic buffers, automatic cylinder check (operating cylinder and ink supply at the same time from one pedal), and improved type-bed reversing mechanism. It is also fitted with improved printed-side-up rack delivery, jogging-up apparatus, circular cutter with dust box, cylinder brush, and sight feed lubricators.

It is built in six sizes. The largest size takes a sheet up to 46-in. x 66-in., and the smallest size up to 26-in. x 39½-in.

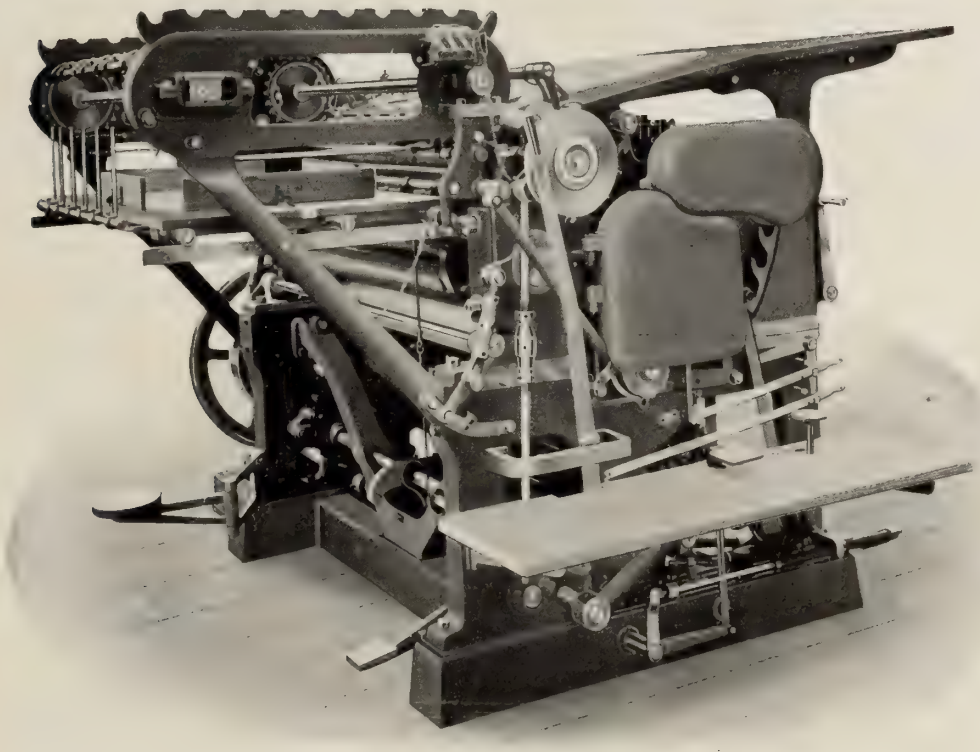
Progressive Printers

at Broadheath Works, - Altrincham, England

Lectures (illustrated by lantern slides), are being arranged, and every opportunity will be afforded printers to become thoroughly acquainted with the printing presses which are standards of excellence in their respective spheres. Enquiries relating to this tour should be addressed to our representative, c/o Canadian Linotype Limited, 68 Temperance Street, Toronto.

LINOTYPE AND MACHINERY, LIMITED

The L&M Offset Litho Rotary



The L & M Offset (Two-Revolution) Press gives free access to plate damping, and inking mechanism; face-up delivery without the use of tapes and sticks; and dead register at all speeds.

It is fitted with an automatic trip operating the impression cylinder, inking rollers, ink feed, and water feed. It also has adjustable feed motions controlling the ink and water.

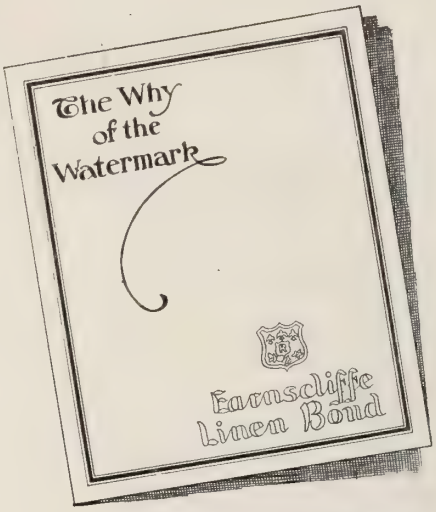
A backing-up motion is fitted which can be operated from either end of the machine or from the foot-board as desired. The transfer cylinder has a powerful attachment for tightening up and ensuring an even tension of the rubber blanket, and is fitted with an effective hand-tripping device.

The sheet is delivered printed side up by a chain delivery which slows down while depositing the sheet on the jogger board.

An impression cylinder brush and a sheet jogging attachment are also supplied.

It is built in three sizes. No. 1 takes a sheet up to 52 in. x 37½ in.; No. 2, 45½ in. x 33½ in.; No. 3, 37 in. x 25 in.

Earnscliffe Linen Bond



A HAPPY COMBINATION

In EARNSCLIFFE LINEN BOND we are fortunate in being able to supply the trade with a quality of paper that gives finest *printing results,* but is yet *conservative* in price. In these days of high prices the happy combination of *quality and moderate price* of EARNSCLIFFE appeals strongly to the customer.

Send for Attractive Folders

We have produced two very attractive advertising folders of EARNSCLIFFE LINEN BOND. They are herewith reproduced in miniature. We will be pleased to send a few of these business pullers to Printers for the purpose of submitting samples to customers. The folders represent the good quality of EARNSCLIFFE (white and azure) and show the fine printing and lithographing results that can be obtained.

The folders are produced in three colors and measure 11" x 8½". They will help you to win more good business. SEND FOR SAMPLES NOW.

THE ROLLAND PAPER CO.
LIMITED

HEAD OFFICE:
142 St. Paul Street West
MONTREAL, P.Q.

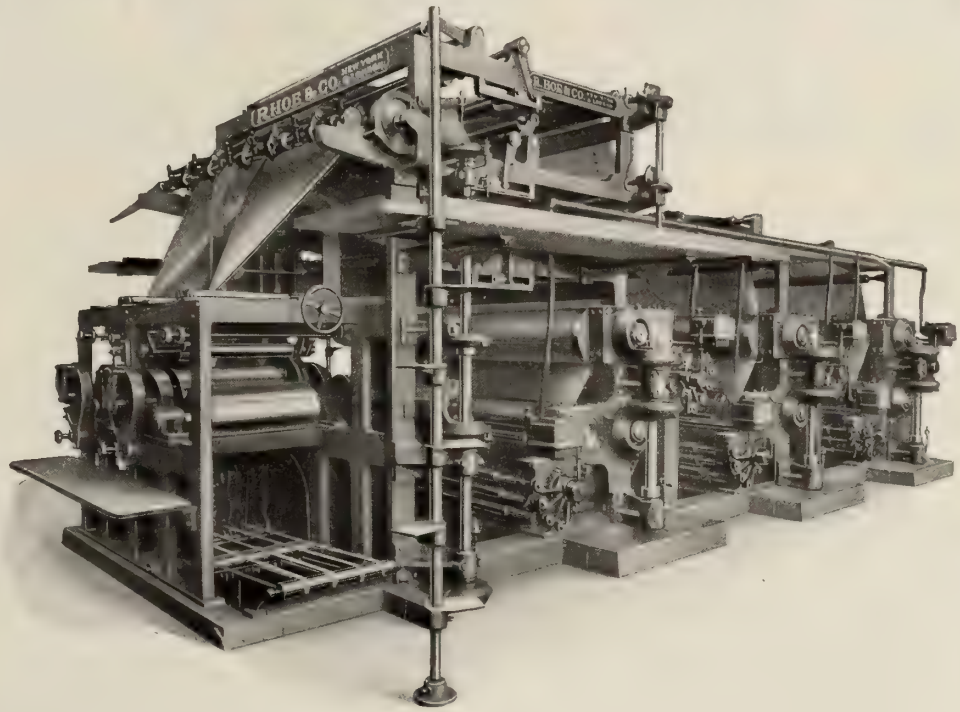
MILLS AT
ST. JEROME AND
MONT ROLLAND, P.Q.

Net Output is What Counts

In these times of high costs and heavy operating expenses, economy and efficiency are the prime requisites of success.

Hoe presses give the maximum net output and combine quality with quantity of product, thus relieving the publisher of pressroom worries and insuring the highest efficiency and greatest economy in newspaper production.

Hoe New Model Superspeed Low-Type Unit Press



The Speediest and Most Efficient Newspaper Press Made

Running Speed as a Sextuple:

80,000 or more papers per hour of 4 to 12 pages.
40,000 or more papers per hour of 14 to 24 pages.
20,000 or more papers per hour of 28 to 48 pages.

New and Distinctive Features

Improved Ink Distribution and Patented Ink Pumps, Doing Away with Ink Fountains and Ductor Rollers; New Design Plate and Impression Cylinders with Special Bearings, Reducing Operating Power to the Minimum; Cylinder and Main Gearing of New and Special Construction; Independent Vertical Driving Shafts for each Printing Unit; Improved Folder Drive; also the Hoe Rotating-Blade High-Speed Folding Mechanism, Quick-Acting Plate Clamps, Locking Roller Sockets and other Hoe Patented Improvements.

All Parts Readily Accessible From Floor; Extra Heavy and Rigid Construction Throughout.

R. HOE & CO.

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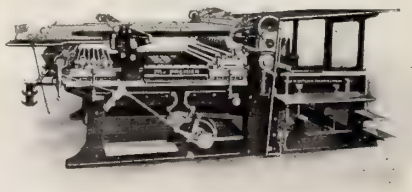

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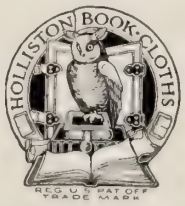

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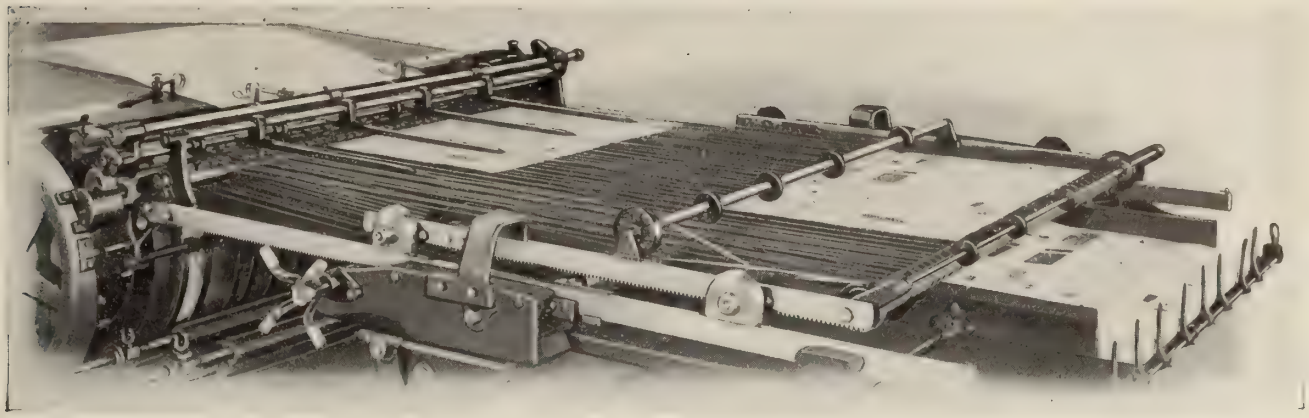

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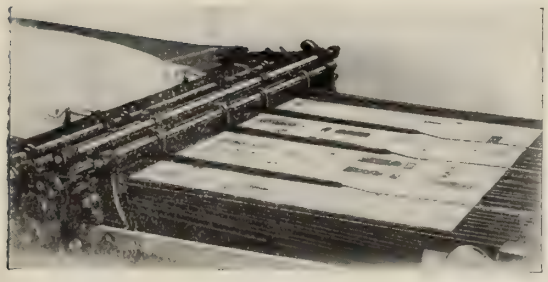

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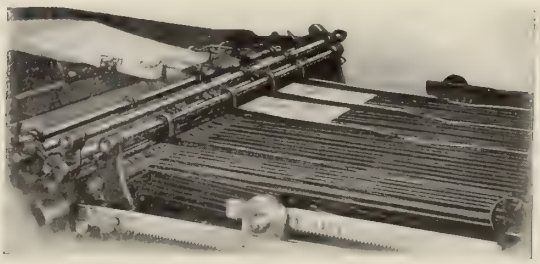

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PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

His County Is His Kingdom—and He Succeeds

How Fred Stevens Built a Good Weekly Paper.

IF you, brother, ten years ago had been looking for a place to start a newspaper, out of which you expected, or hoped, in time to make $4,000 or more a year, about the last place you would have selected as the home of your great family journal would have been Hartland, Carleton County, New Brunswick.

And in "passing up" Hartland you would have reflected no discredit upon your judgment. In fact, had it been known that you were considering the question of putting the aforesaid Hartland on the newspaper map there can be little doubt that your wife, or some other friend, would have rushed off to an alienist to see just what ailed you—that is, if you had been considering the question, which, of course, with your superior wisdom you assuredly would not have been doing.

Hartland, N.B., ten years ago was decidedly not a promising field for journalistic enterprise—not at least as most of us size up things. It is no more attractive to-day than it was a decade ago. The town's brief description now, fits it in 1909: The post-office, one bank, a school, three churches, a dozen or so stores, and enough residences to house its boasted population of six hundred souls. You certainly would not expect to make a fortune in the newspaper business in Hartland over night, and the most attention you would have given the town would have been a hurried, and superlatively casual "once over." Very cheerfully you would have left any possible journalistic opportunities that might have been lurking around Hartland to someone who possessed—as you might have politely put it—less wisdom than yourself. And—another "if"—if you had followed this course you most certainly would have been greatly surprised to learn ten years later—that is, in this year of grace, 1919, now, right presently—that you had overlooked a rich newspaper field, as newspaper fields go.

The man who has proved the mistake you might have made, and doubtless would have made in 1909, had the matter been put up to you, is Fred H. Stevens, founder of, and just now the "whole push" in, The Carleton *Observer*. As a little newspaper romance, and as a most convincing proof of the untruth of that oft heard string of nonsense about the day of the country newspaper being past, the story of Stevens and his paper is herewith presented.

The Carleton *Observer* is literally a country newspaper. That simple fact is the foundation of the success that Stevens has achieved. Of course, as some publishers know, and as many, unfortunately, do not know, the making of a country newspaper is not as simple a task as most people think it is. And the Carleton *Observer* is not a country paper simply because it is published in the country. In its character, and function; in its exclusive attention to news and subjects concerning, and of particular interest to rural people, the *Observer* is a genuine country weekly, because that is exactly what Stevens wants it to be.

The war, except as it particularly affected Carleton County people, has been ignored by the *Observer*. You might, were you so disposed, blow up the city of Toronto and Stevens would never tell his subscribers of your disabolical act unless perchance your wanton destruction brought grief to some Carleton county home. Industrial strikes and strikers may come and go, but they will not agitate the *Observer*. Floods, tornadoes and blizzards that rage outside Carleton County cause Stevens no anxiety. If you live in Vancouver and should go to the bottom of the sea with a thousand fellow passengers on an ocean liner, your name, nor the means of your untimely end, will never be mentioned in this paper. You may be famous, or infamous; saintly to a degree deserving translation, or vile to the extent of world-wide notoriety; and if you be by kinship beyond the ken of Carleton County the *Observer* will not extend your reputation by one jot or tittle.

You can start at the top of column one, page 1, and read through to the bottom of column six, page 8, of any issue of the Carleton *Observer*, and of general news, or world news, or national news, you will find not a line. But if you are a stranger to this section of the country you will probably feel, after going through the suggested performance, that you have become fully and intimately acquainted in the district. If Councillor George Burpee closes down his mill for a spell, or buys a new Packard this season (and they buy Packards in Carleton, too), the *Observer* tells about it. If Winnie Philips instals an electric lighting system in his Bristol store you will read about it in the *Observer*. If Hebe Hatfield puts over one of his big deals in potatoes, and Supt. Campbell repairs the Florenceville bridge, the *Observer* will have an account of both events. You will find in the *Observer* a true and complete record of the county's marriages, births and deaths. Road-making; bridge construction; crop sowing and progress; building activities, big or little; educational matters; church doings; social gatherings; farmers' meetings; are all dealt with as occasions demands; and the comings and goings of everybody, seemingly, in the district are mentioned each week.

While Hartland has the place of honor on the *Observer's* date line, it is by no means the paper's pampered favorite. Centreville, Bristol, Florenceville, Bath, Lakeville, Cloverdale, Somerville, Peel, Glassville and Stickney, as well as dozens of other villages and hamlets throughout the county, are community members of the *Observer* household on just the same footing as Hartland. Paraphrasing Lincoln, one might truly say that the *Observer* is a paper about the people for the people, and one might almost say, by the people. For it is only through a multitude of correspondents, or people who serve as sources of news, if they do not write for the paper, that Stevens is able to publish each week everything, seemingly, that occurs in the *Observer's* field.

Do not assume from the foregoing that the *Observer* is used merely to chronicle local news. Stevens has an idea that one of the proper functions of a newspaper is to serve as a vehicle for conveying to its readers the opinions of its editor—when he has any. On various and sundry subjects the editor of the *Observer* holds decided opinions,

which from time to time find vigorous expression in the columns of his paper. He hates crookedness in general, and crooked politicians in particular.

One of the historic events in Hartland is the occasion when in June, 1912, the *Observer* came out seething, smoking, burning and boiling with a vitriolic attack on the then Provincial Secretary, the Honorable James Kidd Fleming, subsequently Premier of the province, and now defendant in a suit to recover $100,000, which sum, it is alleged, he wrongfully obtained from the provincial resources. The Hon. Mr. Fleming, at that time might have been called, not inappropriately, "King of Hearts" in Carleton County. For the people, especially the women, children and country parsons, truly loved him. White waistcoated and silk-hatted, debonair and bland, he would march down the Hartland street, the picture of dignity, elegance and benevolence, bestowing in his progress those impartial smiles and handshakes and head-pattings which made him all but a popular idol. And all the while he was the accredited leader of the Conservative cohorts of Carleton County who marched to the polls on election day and regularly registered a majority of some nine hundred votes over their despised Grit adversaries. Stevens was one of the despised minority, and the *Observer* was considered a negligible quantity. As Stevens' political views differed from those of Hon. Mr. Fleming, so was his personal estimate of the Provincial Secretary's character widely at variance with that which prevailed generally throughout the constituency.

On the particular June day referred to above the *Observer* undertook to express its candid opinion of the aforementioned "King of Hearts." As an excoriation, the only Canadian newspaper article that ever beat Stevens' comments on Hon. Mr. Fleming, was the late lamented Dan McGillicuddy's attack on "Bob" Edwards, of the Calgary *Eye Opener*, in the Calgary *News*, in 1908. That part of the *Observer* where the type embodying the Fleming editorial touched the paper was marked by brown seared lines. Hartland and Carleton county read some "hot stuff" in the *Observer* that week; and the new title, "Arch Hypocrite of all Creation," then bestowed upon the Conservative leader, became the epitome of Steven's opinion of the "King of Hearts."

With the circulation of that issue of the paper, the *Observer* office became a storm centre, with the Tory hordes surging indignantly around. That was to be expected. But the thing that Stevens did not expect was the cold shoulder which his political and personal friends exhibited towards him for many a day and week thereafter. In common parlance the Fleming editorial had put Stevens and the *Observer* "in wrong" with all classes of Carleton County people. That was one time, as Stevens will tell you, "when a feller needs a friend." Stevens was friendless. With the courage born of knowledge and faith, however, he "kept a stiff upper lip," confident that a few months would vindicate him. Although not so soon as he expected, vindication did come with the sensational exposure of Fleming's malfeasance in office as Premier, and his ignominious retirement from public life. Stevens is now referred to as "the man who started Fleming on the skids" and his reputation for discernment is quite considerable.

On another occasion the *Observer* gained further public confidence when it showed up a big get-rich-quick scheme called the Canada West India Company. The promoter of the scheme fled the country after his concern had victimized the farmers of Carleton to the extent of thousands of barrels of potatoes, taken in payment for shares in the worthless company.

Whether or not the *Observer* is the kind of paper that the people of every country district would like, it is unquestionably the sort of paper that the people of Carleton County, N.B., like. If it were not, it certainly would not have to-day more than 2,300 *bona fide*, paid-in-advance subscribers; nor would it carry advertising to the extent of $65.00 a week, and upwards, the bulk of which comes from merchants all over the district. And if Stevens were not the sort of man the people like to do business with, it is a safe bet that his printing office would not be taking in all the work that can be handled.

Except insofar as fate chose Hartland as the birth-place of Fred H. Stevens, 45 years ago, and further elected to so physically disable him when a lad as to render it virtually impossible for him to stray away from the village, there is nothing accidental about the success of the Carleton *Observer*.

Stevens' achievement is another forceful illustration of the truth that everything comes to him who waits—long enough and patiently enough; and works with sufficient intelligence and purpose. Stevens started learning the printing business at the age of thirteen, in his home with a little outfit consisting of a small font of type and a "hand inker" press with a chase capacity of 1½ x 3 inches. This press still occupies a position of honor, but of no utility, in the *Observer* office, which is now equipped with modern presses and every requirement of an up-to-date office, except a typesetting machine. This one deficiency is in process of being remedied. Despite a physical handicap which would seem to render such an accomplishment impossible. Stevens made himself a first-class compositor and all-round printer. He is the master of the book and magazine Whitlock press which enables his office to handle big jobs.

Stevens established his first paper in Hartland in February 1897, and called it the Hartland *Advertiser*. The *Advertiser* may have been a valuable newspaper school, but as a money-maker it did not set any new high records, and after seven years of toil and increasing ill health, Stevens sold the *Advertiser* for a song. The lyric must have been the proverbial swan's song, for within a few months the new owner buried the paper.

After disposing of the *Advertiser* Stevens spent five years in comparative idleness endeavoring to recuperate his health. Within the time he wrote some short stories—and some reputable Canadian and American publications bought them—some of them. His real love, however, was the newspaper game, and in May, 1909, at the solicitation of Hartland merchants, who guaranteed him $15.00 worth of advertising a week, he launched the Carleton *Observer*. The first few years were hard sledding, and then, in 1912, Stevens got the contest bee in his bonnet and the hum he then started has continued with accelerated progress.

Let us hear Stevens on the subject of circulation contests: "It is more than a year since I put on a contest, and within that time I have prospered to a greater extent than my youthful dreams, even, ever dared to hope. The prosperity is directly traceable to three subscription contests, and I want to place the credit where it is due. In the closing months of 1912 I was in a hole. There was simply nothing doing. I had no town but a country village back of me, and four competitors near by. One of these—a chap too decent and friendly to call a "competitor"—suggested that I put on a piano contest, as he had successfully done.

I argued that I didn't know anything about such a business. "Neither did I," he went on, "but I considered I had common horse sense, as you have." And I went into the thing. The result was that I had no trouble paying for the prizes. On the closing day we had a good bunch of cash—more than I had ever had in my fist before—and even the losers in the contest were pleased. The people in our territory seemed to think we had put over a wonderful piece of business, and the best of it was that our subscription list was increased from 450 to more than a thousand."

"The next contest was three years later and was in all ways as successful as the first except that we did not put on so many new subscribers. By that time, however, I was so busy with increasing work in the office that I could not give the contest the attention it should have had." A couple of years later I heard of a man specializing in newspaper contests, and I decided that if I should engage in another contest I would engage this man to give it his whole attention. It was not until December, 1917, that his services were available to me."

"The third contest closed February 26, 1918. Up to that time we had taken in $900 cash. As judges, to count the votes and decide upon the winners, we selected the manager

of the bank, the town clerk, and the town treasurer. Now, the bank manager is a close friend of mine, and he knew the contest was prospering, but he insisted on saying that I was merely cashing in in advance on next year's business. So I do not forget just how he looked when he opened the first envelope and counted $450 with most of the subscriptions marked "new." The second envelope had over $500. in it, and the third just $10 more. In all the day's receipts were more than $1,600, making about $2,500 taken in during the contest. There were over 800 new subscribers. The contest man and I had cigars up on the winner and both of us lost. What had been the low girl took the car!"

"Fair? No one dared breathe it wasn't. From very start to finish we had made absolute fairness our trump card. And for miles around that was the knowledge of all. Each contestant voluntarily gave for publication a letter of thanks and expression of her belief that the management of the contest acted in every particular on the square."

"Now, you say circulation got by contests is padded circulation, and advertisers do not value it. Let me tell you that every subscriber on our list—the whole 2,300—paid the full price for the paper, and he wants it. And he values what he pays for. You say the list got by contests will not 'stick.' Before writing I waited a year and sent out renewal notices to each of those got in the contest. Already 95 per cent. of them have paid for another year, and only one has asked to have his subscription cancelled."

"The day after the close of the last contest, the contest man, ready to "pull his freight," had a heart to heart talk with me and told me some things that I think should be better understood than they are. His part of the contest, he said, was ended. Mine had just begun. It was my part to make our new friends feel that they needed the paper; my part to hold them by giving them a good paper. And it was my part to go after the advertising. Well, friends, the amount of business I am turning out is just as much as I can get work people to handle. Since this contest we have taken in more cash on subscription account than ever before in one year. Since this contest, remember. Now, aint that funny? And during the year we took more than 300 new subscribers."

Stevens' modesty is responsible for his disposition to give his contests the credit for the *Observer's* prosperity. That the contests have cut a big figure is unquestionable. The bank manager friend who acted as one of the contest judges, and who knows the facts of the paper's progress almost in detail, says the last contest "made the *Observer*." But the credit for this country paper's solid success properly belongs to Fred H. Stevens, and except indirectly, to no one else. The vitally important factor in the problem has been and is, the personality of the editor of the *Observer*—his correct conception of the proper function of a country weekly; his clear understanding of what the people wanted; his energy and skill in producing the required article; and his business acumen in recognizing and using the best available means of extending the circulation and influence of his paper.

Back of everything that has been done for and by the Carleton *Observer* stands a clear vision; an indomitable, heroic spirit, which for years urged Stevens to hang on with grim determination in the face of greater discouragement than most mortals dream of; and an invincible energy and enthusiasm that enabled him to keep pace with his big opportunity when it arrived.

Stevens is unmarried—which may or may not have had something to do with the success of his paper. He weighs eighty-nine pounds in training condition. He is as handsome as you think he is. I don't know whether he is a bachelor from choice, or through the caprice of woman—or women. This is not a matrimonial advertisement, anyway. Any interested feminine reader of this article might note, however, that the correct address of Fred H. Stevens, is "Care the Carleton *Observer*, Hartland, Carleton County, New Brunswick."

Nearing the Century Mark

From the Picton *Gazette*: Next year the Picton *Gazette* will celebrate its 90th anniversary. The first issue was published on December 20, 1830, in what was then known as the village of Hallowell, in Prince Edward County. It was called the Hallowell *Free Press* and was published every Tuesday by Joseph Wilson. It was a four-page, 5-column paper.

In 1836 the name of the paper changed to the *Traveler* or Prince Edward *Gazette*, with Cecil Mortimer as editor and proprietor, and John Silver printer; and the date of publication was changed to Friday, the paper having grown to a six-column, four-page sheet.

In 1841 J. O. Dornan became editor and publisher and the paper was published under the name of the Prince Edward *Gazette* and Bay of Quinte *Advertiser*.

In 1848 the business was acquired by Thos. Donnelly, general merchant and school superintendent. Maurice Moore was the publisher, the name of the paper being changed to the Picton *Gazette*.

On April 15, 1856, Stephen M. Conger became the owner and this was the beginning of many years of prosperity for this journal. Mr. Conger was a young man at this time and brought to the business a practical knowledge of printing.

A few years later he had associated with him in the business his brother, J. W. Conger, and under the ownership and management of S. M. Conger & Bro., the *Gazette* continued to be published until the death of both members of the firm, Stephen M. Conger's death occurring on Feb. 12, 1908, aged 74 years, after 52 years' service as editor and proprietor. His brother, J. W. Conger died on May 25, 1911, aged 72, also completing 52 years with the *Gazette*.

After J. W. Conger's death the business was managed by E. W. Sheriff, with whom was associated J. H. Hodgens. In April, 1912, the Picton Gazette Publishing Company, Limited, was formed.

On January 1st, 1913, A. E. Calnan assumed the editorship and management and since the *Gazette* came under the present management it has been thoroughly re-organized and equipped with up-to-date machinery.

Agency News

A campaign is being launched in the farm papers of the country for the Kaustine Waterless Toilet. The Baker Advertising Agency has this in hand.

Norris patterson Agency have prepared mail order copy for weekly newspapers advertising the W. A. Burte, Limited, storage battery for cars.

News copy is going out from the Norris-Patterson Agency for Northrop-Lyman Co., Limited, advertising an Asthma Remedy. Maritime weeklies will be used.

New advertising copy has been prepared for Shrader Pressure Gauges by the Norris-Patterson Agency. It is going out to tradepapers, newspapers and magazines.

Copy is being sent to newspapers and magazines from the Montreal office of Smith, Denne & Moore for Mint Products, Dougall Varnish Co., Consumers' Cordage Co.

Clare Bros., Preston, manufacturers of the Hecla Furnaces, have arranged with the Baker Advertising Agency to conduct a campaign in the daily papers east of London.

Chatelete beverage, made by Gideon Miller Co., Limited, will be advertised at the various points in Canada where distributers are located. The copy is being placed by the Baker Agency.

The Voters' List and Its Prices Comes Up Again

Hard to Estimate on the Facts Given

AN Ontario publisher, writing to PRINTER AND PUBLISHER about the price on a voters' list done in his office, says:

We enclose a sample of a page of voters' list, which we print each year. We print 200 copies, about 52 pages and cover, and use 37½ lb. paper at 9¾c per lb. Will you please, in your next issue of PRINTER AND PUBLISHER, let us have what you would consider a fair estimate on this work. Do you consider $2.00 a page a fair price, or too much for this work?

POLLING SUB-DIVISION NO. 4 35

No. on Roll	Juror	Name and Occupation	Lot	Con. or Street	Qualification
435—	Hickie, Miss E.	Spinster	25, 1st R.	Colborne	Owner
387—	Huston, Wellington	Farmer	12, 5th R.	Byron	Owner
300—	Lawler, L. C.	Spinster	17 to 20, 3rd R	Gilbert	Owner
362—	Luke, Alfred	Machinist	N½ 8, 1st R.	Dundas	Owner
363—	Luke, Miss Veda	Milliner	N½ 8, 1st R.	Dundas	Tenant
425—	McGillivray, Miss F.	Spinster	27, 28, 4th R.	Byron	Owner
426—	McCrimmon, Mrs.	Widow	5, 8, 7th R.	Trent	Owner
36—	Mosure, F. B.	Gent.	5, 8, 9th R	Burns	Owner
405—	McClellan, Mrs. R.	Widow	9, 10, 5th R.	Ontario	Owner
103—	Mathison, Jessie	Spinster	2-4, 5th R.	Ontario	Owner
104—	Mathison, Jennie	Spinster	2-4, 5th R.	Ontario	Owner
426—	McKay, Mrs. D.	Widow	9, 10, 4th R.	Gilbert	Owner
427—	McKay, Miss E.	Spinster	9, 10, 4th R.	Gilbert	Owner
427—	McKay, Miss Janet	Spinster	9, 10, 4th R.	Gilbert	Owner
446—	Newton, S. M.	Publisher	12, 3rd R	Byron	Owner
421—	Pellow, Mrs. S.	Widow	1-4, 4th R.	Gilbert	Owner
42—	Pearce, John	Gent.	pt. 15, 1st R.	Dundas	Owner
32 -	Padget, Mrs.	Widow	24, 7th R.	Pitt	Tenant
186 -	Peel, John	Merchant	31, 32, 1st R.	Brock	Owner
228—	Rowland, A. R.	Gent.	25, 8th R	Centre	Owner
148	Richardson, Mrs. A.	Widow	29, 4th R.	Ontario	Owner
138-	Richardson, Miss F.	Spinster	11, 12, 1st R.	Byron	Owner
139 -	Richardson, Miss K.	Spinster	11, 12, 1st R.	Byron	Owner
60 —	Richardson, Mrs. A.E.	Widow	15, 16, 5th R.	Brock	Owner
410—	Smith, Miss M. J.	Spinster	9, 10, 5th R.	Centre	Owner
418 -	Sharpe, Agnes	Spinster	31, 32, 4th R.	Ontario	Owner
428—	Saunders, Miss S.	Spinster	25, 2nd R.	Dunlop	Owner

There are several requests coming in like this from month to month. In the first place, this paper wants it understood that it does not want to give prices that are to be reckoned as standard because it is impossible. We know nothing whatever of local conditions, and all that can be done is to base the price of the work on what would be considered a fair price in some of the larger scales.

For instance in the above no reference is made at all to the price paid per week to compositors or pressmen. We have not the faintest idea of what it costs that office to do business in the way of overhead expenses.

As a matter of fact it is hardly possible for publishers, when asking this office for estimates on work, to tell all the local conditions, and for that reason allowance should be made for the figures that are sent out.

On the work referred to here, a page of which is given here, the following figures are approximately correct, figured on an average scale of wages in a fairly large town or city:

The stock and average cover paper, with cutting, would be worth $6. In this connection it can be noted that there is no reference made in the figures to the quality of cover stock used or the price paid for it, so that simply has to be guessed at and included in the lump sum of $6.

Composition in a job of this sort is the big item, and leaves room for a big range of opinion. On the page given here there are 27 names, and on the basis of nine cents a name it would mean $2.43 per page, or at ten cents per name it would be $2.70 per page. Putting in composition on the cover, of which there would not be a great deal,, and allowing for the making up and stone work, put $2.50 per page, or $130.00 for the whole composition.

The press work could be done in three sixteens and a four, outside of the cover. The first two sixteens could back each other and the last sixteen could back itself. A fair price for the amount of presswork called for in the list would be $10.

Assembling, binding and trimming would cost $4.50, and 50 cents should be allowed for delivery and packing.

This brings the total cost for the work, including profit, to $151.00.

The composition on this is apparently machine work, done on two slugs. Improvement could be made if greater care were taken with some of the justifications. For instance it is hard to see the need of that row of dashes following the first column of figures. In fact it is rather an unsightly thing. Then there should not be spaces put in between leaders. This is never in good taste. The appearance of this page would be greatly improved had the leaders been run solid.

The publisher can rest his conscience, though, were it troubling him, because he has not been getting any too much at $2 per page for this work. In fact at the rate of wages paid in Toronto he is not getting enough as shown in the figures given above.

Smallfield Sells His Paper

Brockville *Recorder*:—What will the *Mercury* do without Smallfield? And on the other hand, what on earth will he do without it? This trying to chuck the newspaper business and stifle the "nose for news" looks easy, but it isn't. A man who once revelled in the unmuzzled distribution of printer's ink, who for years has mopped his brow on the office towel cannot altogether break away, no matter how he tries. He will continue to detect a "story" in events of the most everyday character, and to him the making of copy is ever present. Mr. Smallfield came to Renfrew too long ago for the date to be told, and his father started a tiny paper up over a store, or rather " 'way, 'way back," over a building belonging to the store. It was said at the time that the place was so rickety that accident policies contained a special clause, forbidding policyholders, on pain of cancellation of their policies, from visiting the newsprint shop. But Smallfield and Son took all the chances and made good. The *Mercury* has forced and overcome many difficulties, and to-day is one of the very brightest and best weeklies in Canada. It must be a paying concern, too, else how could Smallfield have kept such an A1 staff all the time—and gad about himself, looking after the Press Association, "and everything." He did it, however, and for years has been the envy of many of us who dare not dress as he lest the banker might become suspicious and even irritable.

There has been talk of a journalistic chair being established in Toronto University. Jes' so, and why not put Smallfield in it, for he sure knows how to make a success of journalism.

Getting a Standard Weekly Rate Card

A Matter That Needs More Attention

THE getting out of a rate card that will give the advertiser the information that he desires to have is a matter that the publishers, especially of the weekly papers, will have to pay more attention to. Not only this, but having secured the card and the rates they ought to make it their business to stick to them.

The fact that a number of the weekly papers in Ontario have clubbed together in order to go after national business would seem to make it more imperative than ever that the work of standardizing the rate card should be gone ahead with.

The card that is given here is simply a suggestion, but it is a good one. It was worked out by one of the leading agencies and one of the best known of Ontario publishers, and it contains just about what an advertiser, unfamiliar with your territory, would want to know were he buying space in your paper, or thinking of doing so.

Do not rely on any association to draw up your rate card for you and fill in the figures as well. Of that you are the best judge. You know what it costs you to do business. You know, or at least you should, what papers generally get in places the same size as yours. You know how thoroughly you cover your district. You know what you can do for an outside advertiser in the way of making his goods known in your district. Be honest about all these things, and make up your card accordingly. See that it is mailed, registered, to the agencies. If you get out a new card with a new rate see that the agencies are notified and that your old card is taken down and replaced with the latest one. Otherwise they will know nothing about what you have done.

And then, having put out a rate card, respect it. There was trouble during the Victory Loan campaign over this very thing. Papers got the business at the lowest figure they had quoted for previous business, and it was found that in some cases publishers who had departed from their rate cards were given business at that figure, while others, in their district, who had not departed at any time from their figures, got the business and the price as well. The rate card business is important and needs a good deal of attention yet before it is in a satisfactory condition.

A Big British Concern

Broadheath Works, near Manchester, England (the Works of Linotype & Machinery Ltd.) cover an area of 650 by 260 feet, the main shop being 460 feet long and 260 feet wide. It is there that the standardized high-grade machinery, carrying the British mark of quality (L & M) is built. Every machine built there carries with it the (L & M) guarantee of all that is best in design, material, and workmanship. These works (which employ nearly 2,000 workmen) are equipped with the best tools obtainable, and the tools are manned by skilled workmen trained to produce quality work only. Amongst the machines built there are the L & M and the Centurette two-revolution presses, and the L & M offset and direct litho rotaries. C. L. Stern, of this company, is planning to visit Canada shortly, and may be secured to deliver several lectures illustrated by lantern slides. Any inquiry relating to his visit should be addressed to Mr. Stern, care the Canadian Linotype Co., 68 Temperance street, Toronto.

The Modeltown Mail

ESTABLISHED 1880

MODELTOWN, CANADA

WEEKLY. All home print. Dated for Friday; goes to press Thursday afternoon. In politics, Independent Conservative. Latest sworn average circulation, 2,700. Present circulation, 2,800. 8 pages. 7 columns to page. Columns 21¾ inches long, 13 ems wide. Cannot use mats. Subscription rates $1.50 a year in Canada.

ADVERTISING RATES

Effective July 1, 1918.

DISPLAY CONTRACTS—PLATE MATTER

Agate measurement—14 lines to the inch.

1 inch and over — .... cents per inch
50 inches and over — .... cents per inch
100 inches and over — .... cents per inch
200 inches and over — .... cents per inch
(No lower rate)

DISPLAY CONTRACTS — SET MATTER

cents per inch additional to above figures.

SPECIAL POSITIONS

The above rates are for run of paper. We always endeavor to satisfy our advertisers in regard to location, but when special positions are required, extra charges will be made according to position stipulated.

CONDITIONS OF CONTRACT

The rates quoted are for space to be used within 12 months of date of contract. If amount of space contracted for is not used within a year, the rate applying for the number of inches used will be enforced. If sufficient additional space is used to earn a lower rate, the lower rate will be given. All advertising subject to the approval of the publisher. The publisher not bound to insert over 40 inches in any one issue.

CO-OPERATION WITH ADVERTISERS

The Mail will extend all possible and reasonable co-operation with the advertiser and local dealer towards promoting the sale of any line of goods in Modeltown.

READING MATTER

In purely "local" column (first or fifth page), ...c. a line; 3 months' contract or over, with minimum of five lines a week, ...c. a line. On other pages, twice display matter rates. ....-point body type.

SPECIAL ADVERTISING

Financial and annual statements of banks and other corporations, ...c. an inch.

Political and election advertising, ...c. an inch.

Legal and formal Government and Municipal advertising, ...c. per line for first insertion; ....c. per line each subsequent insertion.

CONDENSED ADVERTISING

.... cent per word each insertion for first 4 insertions. Subsequent insertions .... cent a word. Minimum charge ....c. per insertion.

The Post Office and the Mailed Newspapers

Straight Talk from a Postmaster

THE following paper, read by W. A. Moffat, postmaster of Pembroke, before the annual session of the Postmasters' Association, has attracted considerable attention. In order that the exact wording may be given, PRINTER AND PUBLISHER reproduces the article in full.

Mr. President,

Gentlemen of the Postmasters' Association
in Ottawa assembled—

I have chosen as my theme "The Newspaper and its Relation to the Post Office" and will feel amply repaid for any trouble I have taken should my message contribute in the smallest way to any betterment of the Postal Service.

Since the early days of Canada's history, when the country was sparsely populated and the few settlements were far apart, the relations between the Newspaper and the Post Office have of necessity been of a most intimate, if not always altogether friendly character.

Lindsay, the biographer of William Lyon Mackenzie, who published the first number of the *Advocate* in 1824, or nearly a century ago, tells us in writing of the difficulties newspaper publishers had to contend with in those days, that the payment of postage in advance by publishers on every weekly newspaper for the *whole yearly output* must have been next to a prohibition of newspapers, and we may be sure that they were regarded with no friendly eye by the Government. While postage was exacted *in advance* on Canadian newspapers, United States papers were allowed to come into the Province *without* being pre-paid, and he goes on to say that it was doubtful whether any newspaper which had then been published in Upper Canada had repaid the proprietor the cost of its production. Any publisher who sent 1,000 sheets through the Post Office must pay $800.00 a year postage, payable quarterly in advance. Postmasters received nothing for distributing the papers and were accordingly careless about their delivery.

How changed are the conditions to-day in one respect and how slightly altered in another.

In William Lyon Mackenzie's day it cost 80c postage per annum, payable quarterly in advance, for every single weekly newspaper mailed to a subscriber, whereas to-day a publisher, in Pembroke, for example, mails 1,000 weekly newspapers for less than 40c per month, or in other words for less than $4.80 postage per year, receive an infinitely better service than publishers paid $800.00 per annum for in 1824. So that it can be seen at a glance how vast a change has taken place as regards the monetary relations between the Newspaper and the Post Office, but I regret to say that there has been practically no improvement or change as regards the remuneration Postmasters received in William Lyon Mackenzie's day and that received in this 20th Century of ours, "Canada's Century."

In his day Postmasters received no remuneration whatever for their services and are said to have been on that account careless as to whether they reached subscribers or not.

In our day Postmasters are most careful to see that every newspaper reaches a subscriber at the earliest possible moment, report to the publishers when they are themselves mis-sending papers, when they are incorrectly addressing papers, when a subscriber changes his address and

The

Modeltown Mail

ADVERTISING
RATE CARD

Effective July 1st, 1918

THE MAIL, which was established in 1880, is a live paper in a live town. It serves a population that is prosperous and progressive, spending freely, and thus making a good class to which to appeal for trade either by local merchant or national advertiser. Modeltown is 200 miles from Toronto, on the C.P.R., G.T.R. and C.N.R. lines, and has good water communication also. The Mail is the oldest paper and has the largest sworn circulation in the county.

Published at

MODELTOWN, CANADA

MODELTOWN

ALL MODERN CONVENIENCES
FILTERED WATER
GOOD ROADS AND WALKS
FINE SCHOOLS, AND PROSPEROUS PEOPLE

Population of Modeltown, over 6,000
Population of the County, over 50,000
Farmers in the five Townships
nearest to Modeltown, over 3,000

1 Departmental Store
3 General Stores
4 Dry Goods Stores
10 Men's Clothing Establishments
12 Groceries
5 Shoe Stores
4 Millinery Stores
4 Drug Stores
4 Hardware Stores
3 Furniture Stores
3 Jewellery Stores
1 China Store
Large Lime Kilns
2 Brick and Tile Yards
3 Banks
3 Textile, Woollen, and Knitting Mills
Large Flouring Mills
6 Blacksmith Shops
Foundry and Machine Shop
Cream Separator Factory
Refrigerator Factory
Electric Novelties Factory
Largest Creamery in Canada
2 Planing Mills
Floral Nurseries
Truck Scale Factory
2 Photographers (one also Art Store)
6 Cafes
24 Passenger Expresses each day
7 Hotels. One of these is one of the finest Hotels in any Canadian town
Municipal Power and Lighting Plants
Nitrocellulose Powder Plant
Shell-making and Shell-loading Plants
Fuse-making Plants
5000 additional electric horsepower just developed for use

Front and Back Pages of Rate Card Folder Referred to on Previous Page.

when he refuses to take the paper out of the office, and it frequently happens that it is with the greatest difficulty that the publisher can be induced to make the necessary corrections.

Now as regards remuneration—Taking my own office, which is not a staff or semi-staff office, as an example—There are two weekly newspapers published in Pembroke whose combined circulation is something over 4,000 copies, during the month of February the postage on which was $1.37. The Postmaster's share of this amount would be, calculating it at the highest percentage, say 54c, and for this manificent sum what services were performed for those two newspapers? Upwards of 500 single copies addressed to town subscribers were carefully and correctly sorted for four consecutive weeks into each subscriber's post office box, while the balance of the papers done up in bundles for the larger centres and in single wrappers addressed to cities, towns and hamlets in every province of the Dominion from Halifax to Vancouver, and to places overseas as well, were correctly sorted and despatched by the quickest routes to their various destinations. But this is only a drop in the bucket. For the aforesaid 54c this office correctly sorts and delivers the Ottawa, Montreal and Toronto dailies, as well as papers from points all over the Dominion, and Pembroke being quite a distributing point, a large number of these papers are sorted and forwarded to smaller offices in the territory tributary to it. The daily papers entail a tremendous amount of work on the Post Office when the aggregate number of papers handled and sorted every working day in the year is considered. I do not think I am beside the mark in saying that the newspaper entails more work in the Post Office than the letter mail and parcel post combined, and yet Postmasters must perform this service practically gratis. I ask is it fair that Postmasters in the outside service should perform this work practically without fee or reward?

The remedy I should think would be not to hark back to the days of William Lyon Mackenzie, but to charge a fair and reasonable rate of postage on newspapers mailed by publishers, a rate that would meet the actual cost of the service taking into consideration the fact that every Postmaster handling such papers should receive a fair remuneration for his work same as any other employee.

The United States, with over ten times our population and 100 times our wealth, cannot afford to deliver newspapers through the mails for as low a rate as that charged by the Post Office in Canada. The latest edition of the Encyclopaedia Britannica says that the Postmaster-General of the United States has in successive annual reports *deplored* the effect on the Post Office service of the cheap rates for second class matter. The low rates of postage involved a sheer wanton waste of twenty million dollars annually. Facilities like the extension of free delivery are stifled and the whole efficiency of the service cramped by the loss.

Yet tne rate of postage charged by the United States is one cent per pound or fraction thereof, whereas in Canada, with her smaller population and magnificent distances, the charge for daily papers is only ¼ cent per pound for dailies, while weekly papers may be mailed *free* to all points within a 40 mile radius of the office of publication and at ¼ cent per pound to all *other points* in Canada.

The Post Office Department of Canada is performing this service at a large annual monetary loss. The newspaper entails larger office buildings, more than double the number of post office clerks and railway mail clerks and a tremendous extra expenditure for transportation, the Railway Companies being paid a certain rate per cubic foot of car space for every mile traveled, no matter whether the car or cars be occupied by first class matter prepaid at the rate of 2c per oz. or second class matter (in many cases traveling dead-head), or paying at the most ¼c per pound.

It has been said that the newspapers were given the exceedingly low rate of postage which they at present enjoy because of the educational influence they would have on the people, and while it is true that on the whole their circulation has a distinctly uplifting influence, in many cases, in fact in the majority of instances, the prime importance of the city daily lies in its value as an advertising medum.

In order to gain a large circulation, or in other words an increased value as an advertising medium, all of the Ottawa and Montreal English dailies have in pre-war days offered their daily papers for $2.00 per annum, and for many years two of the Montreal dailies could be had for $1.00 per annum at any office in the Ottawa Valley, or for less than the cost of the blank newsprint on which the paper was printed. This was to increase the value of the paper to its advertising clientele, not to carry the news of the world and the latest discoveries of science to its subscribers, and the Post Office helped by giving service away below cost.

There is at least one Canadian daily whose Saturday edition, if carefully measured up, would almost invariably be found to contain a much greater proportion of advertising than reading matter. Had the issue of Saturday last of the paper to which I refer been posted at my office, I would have collected postage at the rate of one cent per 2 oz. for the entire issue so mailed, and if the publisher was not satisfied an appeal to the Postmaster General would have been open to him. The issue referred to consisted of 44 pages, 26 of which were advertising matter, the remaining 18 being news matter.

Why should Canadian newspaper publishers continue to sell their newspapers at away below the cost of production and look to the Post Office to pull them out of the hole and to their advertisers for their profits? Is it not about time they were paying their way?

If the Department in its wisdom considers the Press to be an educational influence of such value to the people that it should receive special favors, such should not be granted at the expense of the Postmasters in the outside service whose salary is based on the amount of revenue produced by their office. If they receive no revenue or next to none from the newspapers posted at their office, they receive no pay for their work done in connection with all newspapers posted by publishers at their office and the vastly greater quantity of daily and other papers received at and passing through their offices. I consider that the newspapers of Canada owe me several thousands of dollars for the services I have rendered free gratis and the same applies in a greater or lesser degree to nearly every Postmaster in the outside service of the Dominion. I feel certain that if this matter had been placed in its proper light before the Post Office Department in years gone by, this grievance would have been remedied long ago, and I have every reason to believe that it will receive sympathetic consideration from the present head of the Department. I have a higher opinion of the newspaper publishers of this country than to think that if they had realized in the past or it were brought to their attention in the present, the relation in which they stood to the Postmasters of this country, their self-respect as members of the fourth estate would not have allowed them for one minute to accept of the bounty of the Postmasters. Unwittingly they have placed themselves in the position of the poor blind beggar coming to the Postmaster, hat in hand asking for charity, which the Postmaster grants, delivering their papers free to all town subscribers, sorting their papers free to all offices within a radius of 40 miles of the office of publication and despatching the balance for a mere bagatelle. In comparison the poorest laborer on the street is spending like a prince when he steps up to the stamp wicket and buys a one cent stamp to mail the self same newspaper. He is spending just sixteen times as much as the publisher paid to mail his.

The work of handling papers might be greatly facilitated by more strict regulations governing the posting of papers by publishers. I would respectfully suggest the following additions to the present regulations:—

1. All newspapers *must* have *printed* thereon or affixed thereto a printed name label in large readable type, having thereon name of subscriber, Box No., General Delivery or I. I. No. and name of place. (Color of label preferably light yellow).

2. Such name label should be affixed to the upper left hand corner of the paper away from the fold and horizontal to printed matter.

3. As many, if not most post offices have their boxes arranged in alphabetical order, newspaper publishers should be required to set up their mailing lists of subscribers in alphabetical order and send out their newspapers to all post offices in Canada so arranged.

4. It should be especially impressed upon newspaper publishers that rural routes starting from any post office are to be considered the same as if they were entirely separate and distinct post offices from the office from which such rural routes radiate, and they should be *required* to tie up in *separate* bundles, plainly addressed to each route, papers for subscribers on such route, and on no account should any papers for subscribers on the various rural routes be tied up with the papers for the office from which the route takes its name.

It took me upwards of five years, with the sympathetic and active assistance of the Post Office Inspector of my division, to *induce* the publisher of one city daily to tie up his papers for the rural routes starting from my office as outlined above, whereas if the Post Office regulations required that the papers be so tied up the desired change might have been much more quickly effected.

The name label of each subscriber on each route should bear the name of the route and number of same in case, as sometimes happens, the bundles get broken in transit and the contents mixed.

A circular should be issued by the Department addressed to every newspaper publisher in Canada asking them to instruct all canvassers for subscribers to their publications to be careful to get the Christian name in full as well as the surname (properly spelled) of the subscribers, the correct number of his post office box if he has one, and if not. to state his street address and mark papers "General Delivery" if he gets his mail there, and if the subscriber lives on a rural route to be extremely careful to get the correct number of the route, and if not the owner of a box on the route, to have the paper addressed care of the owner of the box, R. R. No. — Publishers when soliciting renewals of subscriptions should also embody these instructions in their letters.

We have exeprienced some trouble in the past with some publishers who used old worn-out type in printing their name labels, which were in many cases so illegible as to cause great waste of time in sorting them, but when they were brought to realize that the result was inconvenience, annoyance and irregular delivery to subscribers this grievance was remedied.

Some publishers of newspapers occasionally transgress the regulation requiring them to fold their paper to quarter size, so as to readily admit of their being sorted into the boxes. This is a great annoyance to sorting clerks, who lose valuable time folding them, which is no part of a Postmaster's duty. The invariable excuse is that the folding machine got out of order. In such cases why should the publisher not send out a hurry call to the newsies and have them fold the papers instead of throwing the extra work on the Post Office? In the case of any publisher who was a frequent transgressor the Postmaster should be allowed to return such bundles to the publisher to be properly folded. This treatment would, I am assured, effect a sure, speedy and permanent cure.

The foregoing suggested additions to the regulations would, I feel certain, do much towards assuring prompt and satisfactory delivery of newspapers to subscribers, would be worth many dollars to the publishers and greatly lessen the work of Postmasters in sorting and handling the same. I take it that the Postmaster's duty in connection with a newspaper received at his office is fully and satisfactorily performed when he has delivered the same to the address, and that if a subscriber should wish the address of his paper changed or wish the publisher to discontinue sending it to him or any other disposition made of the paper, such subscriber is the person who should notify the publisher. Why should the Department assume this duty and notify a publisher free of charge that a subscriber was dead or that he had changed his address or that he refused the paper. It is plain to be seen that no lawyer had anything to do with drafting the Post Office regulations, or a moderate charge would certainly have been made for such services.

There are two real live newspapers published in my home town, the publishers of which are ever ready to act upon any suggestions I may make to them in connection with the labelling and posting of their papers and they have frequently paid tributes to myself and staff on the way the office was conducted, which, while we tried to live up to them, we felt were not always quite deserved. Neither do I wish to appear ungrateful for the courtesies received from the city dailies, or unmindful of the sympathetic attitude the whole Canadian newspaper press has invariably assumed and the active interest they have taken when ever the question of increased pay to Post Office employees in any and every branch of the postal service has been asked for.

But if a man is hungry, sympathy, while very nice in itself, will not buy him bread. It takes money to do that and if our good friends, the newspaper men, will only pay the Hon. the Postmaster General the money they should for the service performed by the Post Office Department, I have every reason to believe that the Hon. Gentleman will distribute the same in an equitable and satisfactory manner and that the Postmasters in the outside service will receive every consideration at his hands.

Yours very truly,
W. A. Moffat,
Postmaster, Pembroke, Ont.

Famous Newspaperman Dead

"Scatter Seeds of Kindness" is the name of a song written thirty years ago by Alfred Everson Pearsall. He died recently at Melrose, Florida, aged 73, but his song will continue to live for years as the anthem of the New York Press Club.

Mr. Pearsall is said to have done more to keep the New York Press Club alive than any other man. His life was spent in scattering many seeds of kindness. More than a score of the families of newspapermen testify to his help.

Although he retired from business in 1910 he never ceased to be an active newspaperman. He was a free lance contributor to newspapers and magazines on cotton, upon which subject he was considered an authority up to within a short time of his death.

Next to newspaper work and association with newspapermen, Mr. Pearsall's pleasures came from the outdoors. Two years ago he spent several months on tour of the West, which he made in a canvas covered wagon. At Melrose he owned a houseboat and there fished and hunted a great deal.

He was the dean of the New York commercial market reporters. He began his newspaper career more than a half century ago as a copy boy for the New York *Herald*. In 1902 he founded Pearsall's News Bureau. For twenty years he was commodity reporter in New York for the Associated Press. He was an authority on cotton. Mr. Pearsall retired from active work in 1910, and left the conduct of the business to his four sons. His home was at Westfield, N. J.

OKLAHOMA CITY.—The Oklahoma state board of public affairs has announced a new policy in the handling of public printing. Recognizing that the old schedule of prices governing printing of state supplies is too low, the board has selected a commission representing country publishers, state printers, bookbinders and wholesale paper houses to aid in the preparation of a new printing schedule.

The 61st Annual Convention

The board of directors decided to hold the 61st annual meeting of Canadian Press Association, Inc., in the King Edward Hotel, Toronto, on Thursday and Friday, June 5th and 6th, 1919.

The arrangement of the general and sectional meetings will be as follows:

THURSDAY, JUNE 5TH.

9.30 a.m. to 10.30 a.m.—General association meeting for reception of annual reports, etc.

10.30 a.m. to 1 p.m.—Meetings of daily section, weekly section and trade and class paper section respectively.

2 p.m. to 5 p.m.—Meetings of daily section, weekly section and trade and class paper section respectively.

5 p.m.—Annual meeting of Ontario and Quebec division.

8.15 p.m.—"Editorial night."

FRIDAY, JUNE 6TH.

9 a.m. to 10 a.m.—Editorial conference of general association.

10 a.m. to 12.30 p.m.—Meetings of daily section, weekly section and trade and class paper section respectively.

1.30 p.m.—General association meeting.

CHANGES IN MEETING ROOMS

Members of the daily section will be interested to know that larger and more convenient quarters have been secured in the King Edward Hotel for the sessions of the daily section. These sessions will be held in what is known as the "Royal Suite," on the second floor.

Larger quarters have been secured for the sessions of the trade and class paper section also. These will be held in Room G—the room formerly occupied by the daily section.

The sessions of the weekly section will, as usual, be held in the Banquet Hall.

Re Too Much Advertising

Editor PRINTER AND PUBLISHER,

Sir: In your article on this question in your April number I would like to ask you a question: Would you prefer to subscribe for a weekly country paper with 12 columns of local news and 6 columns of clipped news per week, or one with 4 columns of local news and 20 columns of clipped news per week?

I think that 18 to 20 columns of news is quite enough for an 8-page, 7-column weekly *if at least 12 columns is local.* One of my most melancholy duties is to read weekly papers with 20 to 30 columns filled up with a dreary waste of clipped news, the clippings being taken generally from the dailies. One of my greatest pleasures is to read a little paper (not my own) which publishes a snappy editorial column of local paragraphs.

I would advise the editor who has much advertising to try this plan. Don't run more pages, but run more local news. If a rush of advertising comes in, balance this with a rush of local news matter. I would suggest 3 columns of feature local matter all on one page, 3 columns of personals and short paragraphs all on another page, and 3 columns of editorial local matter on a 3rd page, and 3 columns of country correspondence all on another page. Don't allow any advertising to encroach on these three columns on each page. Make them each a special feature, and with these 12 columns of local material it will not matter much whether there are only 3 or 4 columns or 20 of clipped news remaining. If a country weekly starts to enlarge over the eight pages, the result will be more padding, and a publisher might as well use boiler plate and be done with it.

Yours truly,

Western Publisher.

The Picton *Gazette's* Special

The War Memorial Number of the Picton *Gazette* is one of the best things that any paper has yet undertaken. The paper runs 20 pages on good stock, and tells the story of the record of Prince Edward Island in the war. The photographs of the men of Picton and district, together with a summary of the record of each, must have taken a long time to prepare. The outlay for this work, with about 315 photographs, must have been considerable at present prices of engraving. The whole issue is well patronized by the advertisers. In part it would need a very liberal patronage at good rates to make such a publication possible. The total run was 6,000 copies.

Such papers as this have their greatest value in years to come. In several cases local history is being written in this and no other way. There are papers doing splendid service in this way, and in the future the papers containing the names and pictures of those who saw service in the Great War will have a value that cannot be appreciated at the present moment.

Officers of A. N. P. A. for 1919-20

President, Frank P. Glass, Birmingham *News.*

Vice-president, George McAneny, New York *Times*

Secretary, John Stewart Bryan, Richmond *News-Leader.*

Treasurer, Edward Payson Call, New York *Journal of Commerce.*

Directors:

Elbert H. Baker, Cleveland *Plain Dealer.*

Hilton U. Brown, Indianapolis *News.*

T. R. Williams, Pittsburgh *Press.*

J. E. Atkinson, Toronto *Star.*

Harry Chandler, Los Angles *Times.*

D. D. Moore, New Orleans *Times-Picayune.*

Hopewell Rogers, Chicago *Daily News.*

Charles H. Taylor, Jr., Boston *Globe.*

Standing committee on labor, H. N. Kellogg, Indianapolis, chairman.

Committee on paper, Elbert H. Baker, Cleveland *Plain-Dealer*, chairman.

Postal committee, George McAneny, New York *Times*, chairman.

Committee on advertising agency relations, Don C. Seitz, New York *World*, chairman.

General manager, Lincoln B. Palmer, World Building, New York.

Esleeck's New Watermarks

Printers and Stationers, and all users of light weight papers for business purposes, will be interested in the announcement that the Esleeck Manufacturing Company, Turners Falls, Massachusetts, is now watermarking Fidelity Onion Skin and Emco Onion Skin. There are not many brands in the paper trade that are better known than these, and none that have a better reputation as to quality. They have been sold for many years without a watermark. The Esleeck Company believes the new plan will benefit those who sell and those who use the papers, as well as the makers.

Emco Onion Skin is made in white and eight colors, both glazed and unglazed; basis 17 x 22-10. Fidelity Onion Skin is made in white only, glazed and unglazed, in three weights; it will be watermarked only in the heaviest weight, viz., on the basis of 17 x 22-9.

Newspaper Postal Rates

Ridgetown *Dominion*:—The convention of postmasters recently made representations to the Government to the effect that the second-class postal rates were not high enough and advocating a raise therein. This is an echo of the agitation that has been carried on in the United

States for some years for the purpose of making newspapers and magazines pay a higher rate of postage. Newspapers are accused of selfishness in combatting the proposal but it is hard to see where the accusation is well founded. Everybody knows that any increase in the cost of production of any article must eventually be met by the consumer. If an increase in postal rates is very great it must result in a further increase in subscription or advertising rates, or in both.

Whether one advocates or opposes such increase depends largely, if not altogether, on the point of view. If one regards the postal service as a moneymaking institution one will advocate the raise if it can be shown that it is justified by the necessity of paying a profit. If the other point of view; namely, that the postal department is a public utility designed to serve the general public rather than to show a profit, the justification for a raise is not so apparent. Considering the service which newspapers render their communities, and the large amount of publicity they give to propaganda of the various Governmental departments, for which they receive no other remuneration than the consciousness of work well done, we believe the small reward of a low postal rate is not too great.

Praigg is Counsel to U.T.A. Ad. Bureau.

According to word from the headquarters offices of the United Typothetae of America, in Chicago, the new Advertising Bureau is literally being "swamped" with requests for service on the part of members of the organization.

As a further means of serving all members with maximum effectiveness, the organization has drawn to the Advertising Bureau, as advisory counsel, Noble T. Praigg, former editor of *Associated Advertising*, the monthly magazine of the Associated Advertising Clubs of the World.

Mr. Praigg enters the organization work well equipped by training and experience to render a splendid and profitable service. Originally he was a newspaper man, and over a period of nine years was successfully reported, managing editor and publisher, afterward entering the advertising service business and going into advertising agency work, later being chosen as editor of the publication of the national advertising body. Through this experience he has come into intimate contact with the most serious problems of the retailer, large and small; he has rendered advisory service and advertising help to wholesalers and manufacturers, and through much special work in connection with printing he brings to the Advertising Bureau an insight into printing, production and merchandising.

Mr. Praigg's work will be chiefly in direct co-operation with Typothetae members who wish to expand their business along the line of creative advertising, both in regard to printing promotion and counsel and help in enabling the printer to render a true business service to his customers. For the business man welcome the printer who brings him a merchandising idea.

Charles L. Estey, Director of the Advertising Bureau, has established a strong foundation for the work, and now supplemented by Mr. Praigg's connection, the Bureau's service will be broadly expanded for the benefit of all Typothetae members.

THE *Wall Street Journal* thinks that the Canadian farmer is to be congratulated on the fact that a decision has been reached not to fix the price of wheat. It is argued that as a return to normal temperatures and open prices is inevitable, it is better to have them now at the close of a season of great prosperity than later on when the dollar may not look so small. The Canadian farmer should then be better equipped to face a longer period of competition when Government gurantees of produce prices at the American and British fixed levels will be entirely out of the question.

Warned Against Ultra-Radicals

NEW YORK.—Appeals to American newspaper publishers to aid in fighting the spread of ultra-radical principles were made by the heads of the international printing trades unions at the annual convention of the American Newspaper Publishers' Association. The four union leaders were James J. Freel, president of the International Stereotyping and Electrotypers' Union; William McHugh, acting president of the Printing Pressmen and Assistants' Union; John W. Hays, secretary and treasurer of the International Typographical Union, and Matthew Woll, president of the International Photo Engravers' Union.

Mr. McHugh said that many members of local unions had been carried away by the doctrines of Bolshevism, but that all the officers of the international unions of the printing trade realized the fallacy of such doctrines, and were strenuously contesting their spread. He asked for the hearty co-operation of members of the Publishers' Association in combatting the evils of principles such as were advocated by I. W. W.

A similar plea was made by Mr. Woll who spoke of the value of the arbitration agreement between his union and the association. He said this agreement had fully justified itself by keeping industrial peace during the trying days of the war. Mr. Woll asked the co-operation of the publishers in bringing about satisfactory conditions in their offices and in aiding, through the columns of their papers, the union officers in fighting extreme radicalism by refraining from needless advertising of agitators.

Mr. Hays discussed the principle of arbitration, and declared that the officers of his union regarded it as the only sane method of settling differences. He spoke of the difficulties members of his union were experiencing in meeting the greatly increased cost of living, and asked the association to aid in relieving the strain caused by the diminishing purchasing power of the dollar. Mr. Freel also discussed arbitration, endorsing it as the only way of preserving industrial peace.

They Missed Their Paper

Avington *Free Presss*—A year ago this Spring Captain Wm. Byrant, publisher of Thedford, through his paper the *Tribune* not being properly supported locally, discontinued its publication and went north for the summer. He turned his subscription list over to one of the Forest papers so as to be fair to his subscribers. He returned home last fall and has carried on his job printing business during the winter intending to again go north this spring. The business men of the village have felt so keenly during the year the loss of their paper that they, through their local Board of Trade, took up the question of a paper and waited on Mr. Byrant to find out what was needed to induce him to start publication of the *Tribune* again. He stated his needs. They then got busy and closed contracts from the local business men for sufficient space to put the paper on a paying basis. Then they canvassed the village and district for subscription at $1.50 a year until they had 600 subscribers secured. The Thedford *Tribune* will therefore be a reality in the near future and Thedford business men will again have the most powerful weapon they can use to keep business at home.

The Censor Thanks the Press

In concluding a circular in which thanks were expressed to the Canadian publishers, Ernest J. Chambers, chief press censor for Canada, adds the following note:—

The undersigned feels that this is an appropriate occasion to express on behalf of himself and staff their deep sense of gratitude to the press of Canada and to the publishing and distributing trades generally for the loyal and patriotic support received during the past few years of stress and anxiety.

Although the Canadian Press Censorship has been conducted throughout with due regard for the peculiarly British principle of the liberty of the press, and, although restraint upon the fullest possible discussion of legitimate political issues and public topics has been carefully avoided, the exigencies of the public service during the war occasionally necessitated the issue of requests from this office the necessity for which editors and publishers could not have possibly understood at the time, yet the requests issued from this office were, with a few negligible exceptions, complied within a spirit which is beyond all praise.

Although the Press Censorship staff has throughout considered it its duty to prevent interference with the flow of safe, legitimate, useful news and has in fact used every effort to assist newspapermen in obtaining and transmitting information of which the public had a right to be in possession, the Press Censorship in its capacity of intermediary between those directly responsible for the actual prosecution of the war and the press, has required the press and the publication trades generally to make sacrifices which they could not have been reasonably expected to assume under normal conditions. As one who spent the best years of his life in active newspaper work in Canada, I am proud to bear testimony to the fact that these sacrifices were made with a readiness worthy of the free press of a country whose sons have given such a splendid example of service and sacrifice in the naval and military services.

I hope upon some future occasion to have the opportunity to enumerate some of the important contributions of the patriotic press of Canada to the hard won victory over Prussianism, but I feel impelled to say here that I have been assured by every high naval and military authorities that the splendid co-operation of the Canadian press and particularly the incessant care bestowed upon the strict observance of censorship rules regarding the movements of troop trains and transports had been an indispensable contribution to the success accomplished in the safe transportation of troops and war supplies to Europe.

All that has been accomplished by the Canadian press in maintaining impenetrable veils of secrecy about the movements of vast amounts of bullion in Canada, the mobilization in and the transportation through Canada of Allied Reservists and Asiatic auxiliaries, the production, storage and shipment of munitions of war, the measures taken for the detection and circumvention of enemy agents, the whereabouts of Canadian troops in the various theatres of war, etc., will probably never be known.

Moreover, the practical value of the steadying influence of the press, exercised at all critical and trying periods of the war with uniform good judgment to the great advantage of popular morale can never be appraised, but it, as well as the other many invaluable contributions of the press of Canada to the successful prosecution of the war, will eventually, I hope, be as thoroughly recognized by the public it serves as the loyal and courteous co-operation of patriotic newspaper men and the publishing trades generally is gratefully remembered by those who in the Press Censorship Service have conscientiously and sympathetically striven to assist them in realizing their desire to make the press of Canada as keen and useful a weapon of war as possible.

Ernest J. Chambers,
Chief Press Censor for Canada.

Had A Successful Year

The Montreal Graphic Art Section of the Canadian Manufacturers' Association held their annual meeting Wednesday, April 16th, for the year ending March 31st, 1919. The following board was elected:

W. A. Desbarats, president; Gain E. D. Corneil, vice-president; Gerald M. Markham, treasurer; E. L. Davis, secretary-manager.

During the year that has just closed the cost and price list committee faithfully recorded the hour costs of fifteen shops in the city of Montreal at the monthly meetings. The cost system was carefully followed, and the Montreal printers were so satisfied with the results that they were able to recommend selling rates for the printing industry.

An estimating class was formed with thirty-five students in the class, and the United Typothetae of America, under whose guidance the class is being operated, have complimented the Montreal branch on their work. Indeed the results have been so good that the Ottawa printers recently organized a class under the guidance of the Montreal branch. The effort of the members of the Montreal branch has been gratifying in that it has induced quite a number of other printing offices to install the cost system to ascertain the cast of production, and this in conjunction with the estimating class is working great good to the printing fraternity in the city of Montreal and surrounding districts. The results are so gratifying that a very vigorous campaign is being laid out for the present year.

Raided Socialist Newspaper

Two hundred soldiers, sailors and marines, recruited in the vicinity of Times Square, New York, led and organized by Barney Dreyfus, formerly of the 48th Canadian Regiment, raided the office of the New York *Call*, at 112 Fourth avenue, beat up about twelve men employed there, and destroyed a large quantity of Socialist literature. Four women were carried out of the building by the police, hysterical and fainting. The soldiers and sailors first entered the *Call* office and dragged out all the men they found there. Then they forced them to run between two lines of uniformed men, and as they passed along each soldier, sailor and marine used his fists. Several of the men who were running the gauntlet, were knocked down. Most of them had black eyes and were cut about the face. The men in uniform made no distinction; they say that everyone got a share of blows. Several of the employees of the *Call* escaped through the rear of the building, it was said, but those who were caught were all badly beaten. None of them, however, was in such condition as to necessitate calling an ambulance. After they made sure there was nobody else hiding in the *Call* office, the men in uniform gathered up all the Socialist literature they found and threw it out the windows, where it was trampled on. The *Call* was celebrating the opening of its new offices to-day, opened as a result of a $200,000 fund campaign among Socialists, in the course of which Charles Irwin, managing editor, has spoken at numerous so-called "Red" meetings about New York, at one of which a "soldiers' and sailors'" council was organized, the offices of which were later raided by indignant war veterans.

Agency News

"Cletrac," styled as a tank-type tractor, and made by the Cleveland Tractor Co. of Canada, Limited, is to be strongly advertised in farm papers throughout Canada. The Baker Agency has prepared a splendid series of ads for this compaign.

The advertising account of the Consolidated Plate Glass Co. has been put in the hands of the Norris-Patterson Agency. Copy will cover their "Jouri" store fronts construction and staple glassware, and will be placed in the daily papers throughout the country.

The Baker Agency is handling the publicity campaign of the Soldier Settlement Board. The copy is well written and the ads have an excellent typographical appearance. Newspapers throughout Canada will be used for this important publicity work, which tells in clear style how returned men can become farmers.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE--Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

Vol. 28 PRINTED AT TORONTO, MAY, 1919 No. 5

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Be Ready for the Increase

REPORTS from several centres in the Dominion indicate that new agreements have been made with the representatives of the various unions that have to do with the printing trade. In nearly every case—in fact in all that we have heard of so far—there have been increases in wages. There is no fault to be found with this. It is not possible that men should keep their homes decently and in comfort on the same amount of money that they were securing three or four years ago. The thing cannot be done, and it is not the wish of employing printers that it should be attempted. That employer is a wise man who recognizes that in order to get the best results from his men, to keep down the procession of departing employees, and to make it possible for him to build up a real organization, he must make it possible for his men to earn enough so that they will not always be on the lookout for an offer from some other town or city.

Are the employers in these centres sure of the change they must make in their rates in order that they will not find themselves very much in the hole when the new pay sheet has to be made out? There are many offices that cannot afford to absorb any part of the increased cost of production. Their only chance is to pass it on in the shape of better prices for their work. We say better prices, but the more correct word would be "larger," for the very good reason that the employing printer will not make any more on the larger price than on the lower figure charged under the old wage schedule.

Above all, it is necessary to watch very closely the matter of costs. This is true now more than at any time. Prices show no tendencies of receding, and it does not take much to shove production costs over and above the price that is being received for the work. It is well to have these matters figured out in advance. Perhaps you have 2 men in your firm who may get an increase of three dollars each. That means that your income from goods or space sold will have to be increased by at least $3,300 per year in order to provide the extra money and allow for interest on the increased amount that it will take to run your business.

Do not allow these matters to drift along. Be ready with the facts, and do away with the delay that means loss of money.

Modesty Not Needed Here

AN Ontario weekly, in a recent issue, makes mention of an extensive addition that has been placed on its building, and in conclusion apologizes as follows for mentioning the fact:

During its career of over forty years the *Post* has not been in the habit of doing overmuch boasting about its own doings. It has preferred to do things rather than boast about them. When a last-minute typesetting machine was installed in the office, little was said about it, though it has played an immensely important part in the conduct of the business ever since 1914. In 1906, when the new pressroom was built, it was not mentioned. In 1917, when the great new Scotch-made newspaper and book press, weighing seven tons, was installed, little was known about it outside, but the office has received many compliments from experts on some of the high-class halftone and other work turned out by it. Now, though modesty is ever its own reward, it seems meet to break through, and do a little advertising for the concern which has done so much to make known the interests of others."

A newspaper makes its living out of publicity. It believes that publicity is good for business; it believes that publicity is good for public affairs. Believing this, how can it take the position that publicity is not good for its own business? A paper should never apologize because it takes up room in its columns to tell of its own affairs, and of the progress it is making.

For instance, suppose the leading store in the place should decide that it would say little or nothing about its business through the advertising columns. Business was going along nicely and the store came to the conclusion that its modesty would suffer were anything to appear in print about it, so they decide to let people find out for themselves just what is going on around the store. It may be a homely illustration, but for the time it covers the point. It would be a poor stroke of business for the publisher of the paper in that town. Why, then, should the publisher of a paper go out of his way to lead the procession of those who would hide their light under a bushel in a business sense?

A newspaper should be a good advertiser. If it really believes that it is a good thing for others to spend their money in buying advertising space, the paper should be prepared to take some of its own medicine, and have its own advertising appropriation. It should never take the attitude that what it is installing in the way of expensive equipment is not interesting reading matter. That is a serious mistake. If it is not good business, from a news point of view, to tell about these extensions to plant and equipment, why, then, should the paper have any right to expect that the store or factory down the street want to give out any details of extensions they are making, or of alterations they may have in mind, which, when completed, will mean more employment to more people in the town?

If you are putting in a new press of any size, get the picture of the thing taken. Print it. Tell your readers about it. If you are putting in other equipment that will set you back for a couple of thousand dollars, let the readers know how much you are putting into the plant in order that you can better serve your community. It is legitimate, fair and honorable advertising to do this.

The Place of the Weekly

ELSEWHERE in this issue is a story concerning the way in which a weekly paper in Nova Scotia is run, and how it has succeeded in a district where one might very easily say a paper could never be run at all.

The secret of making a good weekly paper, is in that story, and it is well told, so well in fact that none of those who are interested in the weekly field can afford to miss it.

The man in question attends to his field, which he stakes out as being the county. Quite a big field, you will say. Perhaps so, but the lesson is there just the same, and there are many publishers apart from the weekly section that could well afford to take some of it to heart.

There is no field in the world as good as your own so far as news is concerned. This applies to all classes of papers. You may have aspirations, if you have been successful in running a good daily in a small city, to shove it ahead into the metropolitan class. You may develop a great liking for the great affairs of the world, in order that your readers can have all the news in your paper. Good. If you can do this and make your paper fill the requirements of the reading public, very well. But never let the metropolitan idea get away with your own field. Be a specialist in your own city, in your own township, in your own county. It is an old and a homely saying that nearness lends interest and importance to news. It is also an absolute fact and many a successful publisher has found it true.

The Nova Scotia paper to which we refer specialize in its own district. Wars may start, and they will find little or no space in its columns. A boat may sink or a couple of trains may meet head-on. No reference. A new republic may survive its birth-pangs. No reference, and the big league can start and end and it will likewise receive the same silent notice.

But let the county decide on a new bridge, let there be a wedding, a funeral, a fire or a runaway. Just dare to start out on a trip or have friends come to see you. That paper will have that news. It gets it and prints it and specializes in it. The people read it because they want to know the news.

The metropolitan paper can beat the small paper on world news. It can carry a column of a wreck where you cannot afford more than a couple of inches. It can attend to squabbles between nations and to the fine turns in the baseball world. Don't try to beat it at this.

But let it come into your field and try and beat you at your own game. You have the whip hand and it's to be hoped you know enough to keep it. The big paper cannot bother with that new bridge, it cares very little about your weddings or your funerals. Your friends as they come and go are of no concern at all as long as they mind their own business and keep out of the police court. You have a place there where your service to the community cannot be touched by the big paper with the metropolitan touch.

Never get your eye off your own good thing. If you are going to grow, grow into a bigger and a better local paper. By so doing you are building a fence around your business that opposition cannot beat down.

The Free Publicity

GUY S. HAMILTON, who styles himself as an "ad-advertising engineer," has sent to the trade press of the country a story about successful blotter advertising, and how it can take a message to the power plant owner. This engineer seems to forget that the trade press makes a good bit of its living by getting the messages of the trade to the owners of power plants. No doubt the letter has been quite widely circulated. In part it reads as follows: A short time ago a salesman made a trip among a number of coal mines in Southern Illinois. Before he left on his trip he carefully addressed envelopes to the prospects on whom he expected to call and enclosed in each envelope a blotter.

There was no note of explanation. When the prospect opened the mail he found only the blotter. This alone carried its message—a simple reminder of the equipment the salesman was handling.

"I never realized the potent force of a blotter before," said the salesman afterward. "Do you know I found one of our blotters on the desk of practically every man I called on. And what is more he remembered me and my errand. I owe a whole lot to the reminder of the blotter that preceded me."

The most noteworthy fact about the salesman experience was this: The prospect did not throw away the blotter. He saved it and used it.

"I never throw away a blotter," said an advertising manager a short time ago. "I suppose I have five thousand out in my stockroom, but when a blotter comes in the mail, I save it. They are too useful to throw away."

It seems to be a weakness of human nature to save and use blotters. The American Steam Conveyor Corporation, Chicago, is one concern that has chosen to seize on this weakness of mankind and exploit it. They have consistently used blotters in their sales efforts. Every sales letter that leaves not only the home office, but also that of their representatives, carries a blotter.

The latest production of this concern is a blue print reproduction of a typical steam ash conveyor layout. It shows the elevation plans of four boilers with the conveyor pipe line running along before the ashpits and leading to the ash bin outside.

The conveyor elevation to carry out the blue print idea is white on a blue back-ground. The type matter, of course, is black.

The copy used in conjunction with this blotter is pertinent. "Designed by Ash Disposal Engineers" is the heading, which ties up in a most satisfactory manner the blue print drawing with the rest of the copy.

Added thought has been given to the blotter stock itself. Most blotters are designed primarily to carry a message and can be used only a short time. The blue print blotter of the American Steam Ash Conveyor Corporation is placed on the heaviest stock obtainable, and thus in a sense is wear proof.

The pleasing appearance and good body of this blotter insures a place on the desk of every prospective customer that receives one."

In this he is able to get away with an ad for a blotter campaign as the best means for advertising, and also engineers a nice reading notice for the ash conveyor system he is boosting. Fine work, if he can only get it across!

St. John, N.B., *Standard*: The *Standard* announces that, effective May 1st, the retail price of this paper will be three cents, instead of two cents as in the past, that yearly subscriptions by carrier and by mail will be advanced one dollar, making city subscription six dollars per year and mail subscriptions four dollars per year, instead of five dollars and three dollars as at present. And that the Semi-Weekly *Standard* by mail to any address in Canada will hereafter be one dollar and fifty cents per year instead of one dollar.

St. Catharines *Standard* has passed its 28th year. The twenty-page issue which marked the first Friday in its 29th year, says the *Standard*, will probably become a more or less ordinary weekly incident. It taxes, to some extent, the present press equipment, but the *Standard* is already looking forward to a thirty-two page press upon which 20, 24, 28 or 32 pages can be printed in the one run at a speed of 20,000 an hour. It is something big, but the increasing business may compel its installation before the *Standard* enters upon its fourth decade.

The Outside Advertiser

"Last week The ——— refused to insert an advertisement for the ——— Company. By so doing we lost $10 worth of business. It is our policy not to sell space to any firm whose advertising is likely to take business from this town."

THAT notice, or something very much akin to it, appeared in one of the weekly papers that came to our desk during last week. There is nothing particularly unusual about it. In fact the reader can recall that several times he has seen similar notices in the Canadian papers. Perhaps you have written something like that for your own paper.

PRINTER AND PUBLISHER has several times taken the ground that it is a mistake for the papers to allow their field for drawing business to be narrowed down. Much worse is it to make a perpetual practice of warning—rather assuring—the merchants of the place that they are perfectly safe in your generous hands. In effect you lead them to believe that you are going to protect the field for them in so far as it is in your power to do so. They can advertise, or they can keep from advertising, but all the same they can feel—for you tell them so—that their territory is safe from invasion by outside competitors who might want to appeal to the district through the perfectly legitimate manner of inserting their notice in your advertising columns.

Publishers should beware of this ultra-loyal attitude to their own merchants. By all means treat fairly with them. Give them a reasonable amount of preference. If they are patronizing your paper sufficiently to give you a living take the attitude that they are entitled to protection in their own field. But if you are in a place where miserable little contracts are doled out to you, and where you are expected to take the most of these out in trade at the merchant's own price, then look out.

It is a mistaken idea that a paper is a sort of public institution subject to the dictation of every person who has occasion to spend a dollar or two with it every month. A newspaper, no matter whether it is a country weekly or a metropolitan daily, is a business proposition, as much as a foundry, a machine shop or a general store. It is run in order that those men connected with it can make a decent living. Of course there is the other sense, which is generally recognized, viz., that part of its duty is to serve its community. The better it performs this function the better the living it will make. A paper has two sources of revenue, its circulation and its advertising. Do not say that it has its job printing revenue, for it has not. The paper should stand on its own feet and not be an excuse for conducting a job printing establishment. The advertising is the large end of the business. The publisher has his white space to sell, and why should he be called upon to say that only those within a certain charmed circle can come along and buy what he has to sell, viz., his white space? Are any of his advertisers taking this attitude? Do they tell customers who happen to step in from outside this charmed circle that it will not be possible to take money from them, or to do business with them? Certainly not. They generally are very much pleased to find that they are getting business from a distance, and they take good care to treat this trade with a decided preference.

Publishers, looking to their own best interests, should watch this condition carefully. They should never allow themselves to be jockeyed into the position where the merchants of the town can take it for granted that, whether they advertise or not, their field will have no appeal from outside merchants through the medium of the town paper.

Charles S. Coulter, formerly a reporter on the Providence *Journal*, has just been promoted to the rank of major, and has been given the Croix de Guerre. His citation reads that Major Coulter "showed extreme courage in executing a perilous mission on October 9, 1918, at which time he was badly gassed." He went overseas in 1917.

Toronto's Union

At the meeting of Toronto Typographical Union No. 91, held in the Labor Temple, the interest centred in the report of the book and job scale committee and nomination of officers. Nominations follow:

President, Andrew Gerrard; vice-president, Walter Williams; secretary-treasurer, Samuel Hadden; recorder, George Murray; sergeant-at-arms, John McMahon.

Executive committee (five to be elected)—Chas. Wilson, John Welsh, D. McDougall, Jas. Cunningham, Geo. Myland, Chas. Wray, B. Kennaby, Geo. Brown, E. A. McCann, J. Desmond, A. MacGowan.

Board of relief (five to be elected)—George Cassidy, Chas. Wilson, Fred Hamblin, Jas. Stevenson, W. Spence, N. Beamish.

Auditors (three to be elected)—E. Webb, W. R. Steep, E. Best, F. J. McNeillie.

Trustees—H. Stevenson, A. E. Thompson.

Allied Printing Trade delegates (three to be elected)—Jas. Stevenson, A. Gerrard, Geo. Myland, W. Auger.

Trades and Labor Congress delegates (two to be elected)—T. A. Stevenson, E. Webb, R. Winter, Ed Stephenson, A. MacGowan, J. Desmond.

Ontario and Quebec Conference delegates (two to be elected)—Geo. Myland, Jas. Cunningham, N. M. Williams, W. Spence.

Labor Educational Association delegates—D. McDougall, W. R. Steep.

The election will take place on Wednesday, May 28.

A Rather Lame Excuse

Minto, Manitoba, April 22, 1919.

PRINTER AND PUBLISHER:—

Toronto.

Gentlemen:—

Enclosed you will find copy of letter received from International Harvester Co. Like most other Canadian weekly newspapers, we received from this company a lengthy letter, designated as a "News Item," regarding implements for soldiers. We wrote them, stating this item was simply and purely advertising, and sent them our rate card.

You will note by the reply the very lame excuse they put up for the letter being received by us.

Yours truly,
Packet Publishing C.,
Minto, Manitoba.

The following is the letter referred to:

Chicago, April 15, 1919.

The Packet Publishing Company,
Minto, Manitoba, Canada

NEWS ITEM

Gentlemen:

The news item regarding "Returned Soldiers' Settlement Board" referred to in your letter of recent date was intended only for Canadian newspapers with which we have contracted for paid advertising. Through an error in this office, it seems that it was mailed to some other papers also. This was unfortunate.

We fully appreciate how you feel about this and regret the circumstances. At the same time permit us to thank you for drawing our attention to your publication as an advertising medium.

Yours very truly,
International Harvester Company of Canada, Limited,
By B. J. Paulson.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

R. J. McDougall, of the *Herald*, Penticton, has just been named a notary public for the district of Yale.

Walter Jordan, of the *Review*, Revelstoke, is at his ranch at Robson this month, looking after the pruning of his ten-acre orchard tract.

The *News*, Trail, this month achieved the unique distinction of running its linotype on metal that was made in its home town—the big Trail smelter.

A reorganization of things Presbyterian at Cranbrook finds W. A. Myers, of the *Herald*, honored with the leadership of the senior boys' class. He has recently given them a series of talks on early Canadian history.

The *Review*, Revelstoke, was six years old last month. With the passing of the *Mail-Herald*, about two years ago, the *Review* now has one of the best journalistic fields in the interior, and under the management of Walter Jordan leaves little to be desired.

A monotype type and rule caster and non-distribution equipment is a new addition to the composing room of A. H. Timms, Vancouver, B.C. This is the second office in Vancouver to instal a non-distributing system, the first one being the Sun Publishing Company.

There is a great agitation at West Kootenay and boundary points, where Doukhobor settlements are to be found, to get rid of the Douks, and give their lands to the returned soldiers. Grand Forks has a Reconstruction Committee pushing matters, at the head of which is T. A. Love, of the *Gazette*.

Notices of actions for damages are quite common in the Crow's Nest Pass country at present. In addition to the Fernie *Ledger*, both the Cranbrook *Herald* and the Fernie *Free Press* are cited to appear at the June session of the high court to show cause why they should not pay substantial damages for alleged libellous utterances.

The B.C. branch of the C.P.A. is meeting in special session at Vancouver this month. It seems too bad a more central meeting place could not have been selected. To attend this meeting with the existing train service would require at least eight days for publishers in East Kootenay. With the gathering at Penticton six days would have enabled both the coast and far-east editors to have been "amongst those present."

H. F. Gates has resigned from the position of circulation manager of the Vancouver *Daily Sun*, Vancouver, B.C., to take up the management of the circulation department of *Farm and Home*, the only weekly farm magazine in Canada dealing with conditions in British Columbia and Alberta, and is putting on a big campaign for subscribers and expects to add several thousand subscribers to the list this summer. *Farm and Home* is published by the Sun Publishing Co., of Vancouver, B.C.

Alberta

Barons, Alberta, is to have a paper of its own again, *The Barons Weekly*, edited by Mrs. J. E. Hansen, is to make its bow to the public this week. Mrs. Hansen is an experienced journalist, having been on the staff of the Calgary *Albertain* for some considerable time. With her at the helm the new paper is sure to prove an extremely interesting publication, and its success is already assured.

Staff Captain J. Dixon Craig, M.C., who arrived on the Carmania, and has been visiting relatives, left for his home in Edmonton. He went overseas in April, 1916, and was Intelligence Officer for the 8th Brigade, until he was transferred to the Headquarters Staff of the 1st Canadian Division. He was awarded the Military Cross for special intelligence work at the battle of Amiens. Captain Craig is a graduate of McMaster University, and before the war was news editor of the Edmonton *Journal*, and later municipal reporter for the Edmonton *Bulletin*.

Edmonton has three new weeklies, *The Free Press*, *The Statesman*, and *The One Big Union Bulletin*. *The Free Press* represents the Trades and Labor Council; *The Statesman* the Dominion Labor Party, and *One Big Union Bulletin* the One Big Union movement in the labor organizations. H. J. Roche is publisher of *The Free Press;* S. Freeman publishes *The Statesman*, and the One Big Union Provincial Executive Committee of Alberta publishes the *One Big Union Bulletin*. The organization of the Trades and Labor Council, which is represented by *The Free Press*, is for the betterment of industrial conditions. The Dominion Labor Party, which is behind *The Statesman*, is an organization, presumably of labor men for political purposes. The One Big Union, which is behind *The Union Bulletin*, is both industrial and political in all its objects.

Manitoba

Among the surviving relatives of Mrs. Knox Magee, wife of the editor of the Winnipeg *Telegram*, who died suddenly at her home, following a severe attack of influenza several months ago, are: Mrs. J. R. McNichol, Toronto, her mother, and three sisters, Mrs. Arthur Ireland, Toronto; Mrs. Charles Jeffrey, York Mills, Ont.; Mrs. Charles M. Robertson, Montreal.

Mr. Foley came to Winnipeg, from Halifax, 16 years ago. He was prominent as a baseball player, sprinter, boxer and driver of light harness horses for several years, but retired from the active ring about 10 years ago. He was recognized as one of Canada's foremost authorities on boxing, and was the most popular boxing referee in the West, having officiated in that capacity in every boxing bout of note in Winnipeg.

Winnipeg *Tribune*:—Robert J. Foley was killed when his automobile skidded and turned over, pinning him underneath and injuring his head. Death was almost instantaneous. The accident occurred in the vicinity of the Convalescent Hospital at Deer Lodge, when Mr. Foley, accompanied by three friends, was on his way from his home on Whitewold Avenue, to the *Tribune* building, where he was employed as a printer. R. H. Fenske, *Tribune* linotype operator, and the other two passengers escaped injury.

Ontario

A. J. Mackenzie is now doing court news for the Toronto *Times*.

T. M. Fraser, Ottawa representative of the MacLean papers, is in the Maritime Provinces on an editorial trip.

F. H. Leslie, publisher of the Niagara Falls *Review*, has been named as a member of the Niagara Falls Housing Commission.

N. Senior, who has been with the Department of Civil Reestablishment, at Ottawa, for some months, has taken a position on the Vancouver *Province*.

R. Holmes Parsons, city editor of the Montreal *Star*, has been doing some good publicity work for the Canadian Good Roads Congress, which meets in Quebec on May 20 to 22.

Herbert R. Worden has gone back to the Ottawa *Citizen* after doing publicity work for the Department of Civil Reestablishment for some time. He was previously on the staff of the Montreal *Star*.

W. J. Wraith, of Toronto, where he was engaged on one of the daily papers, has purchased the Teeswater *News* from Miss Fairbairn, and has already entered upon his new duties. Mr. Wraith was formerly proprietor of the Lucknow *Sentinel*.

Peter Johnson, who has been with the C.P., on the night, for some years at the Toronto office, has severed his connection with that organization. Mr. Johnson had filled several positions before going to the C.P., the last one being on the Winnipeg *Tribune*.

Lieut. F. E. Perkins, a former owner of the Petrolia *Topic*, is back from France. He has been in khaki four years and was in the thick of the fight for a long while and escaped with being wounded once. He has been doing duty lately on the ocean transports.

Wingham *Times*:—Hensall has a newspaper, which will be known by the same name as the former one, namely, the Hensall *Observer*, and under the management of the former publisher, Mr. Hugh G. Buchanan, in company with Mr. F. Wickwire. Both are experienced men and well and favorably known.

Miss Isabel M. Ross, of Port Credit, who recently resigned from the educational division of the Canada Food Board, has taken up an appointment on the staff of the New York *Tribune*. Prior to her engagement with the Food Board Miss Ross had considerable experience in newspaper work on one of the Toronto dailies.

Marmora *Herald*:—The Hastings *Star* has been purchased by Charles P. Doughty, formerly of Guelph, who has again started publication. The new proprietor is a practical printer and newspaper man and the *Star* shows a marked improvement over former periods in its history. Here's hoping it may become a fixed star and continue to shine brightly.

Mr. Davies has practically replaced every piece of machinery in the office with the exception of the cylinder press and the cutting machine. He has installed a linotype, a motor and a hot water heating system, also a stationery business in connection. The circulation and advertising were never better. Last week he had to print 5 pages at the Thamesville office.

Lieut. H. H. Costain, a brother of T. B. Costain, editor of *MacLean's Magazine*, has returned from service overseas with the R.N.A.S. He won the Croix de Guerre and palm. Previous to going overseas he was on the local staff of the Toronto *Mail* and Guelph *Mercury*. Lieut. Costain has accepted a position on the local staff of the London *Free Press*.

The Thorold *Post* is building an addition of concrete 27 x 41 feet to its present premises. As the *Post* says: "When completed, instead of having for business purposes several additions and annexes awkwardly placed, there will be two fine floors, each containing over a thousand square feet of space, except that a small corner will be detached for residential purposes.

Nelson Wilkinson, formerly managing editor of the Toronto *World*, has gone to Halifax as managing editor of Senator Dennis' paper, the Halifax *Chronicle*. Mr. Wilkinson left the Toronto *World*, it is understood, on a difference of opinion regarding the advisability in issuing a Sunday special shortly before the end of the war. Since then he has been connected with the Re-establishment Commission at Ottawa.

The labor men of the North Land have under consideration the founding of a newspaper to specially represent the interests of Labor in the big North Land district from Sudbury to James Bay. Last week there was a meeting of the central committee of the Labor Convention at Cobalt, and a committee of five was appointed to deal further with the question. The purchase of the *Advocate* plant at North Bay is under consideration.

Bowmanville *Statesman*:—Ontario journalism suffers a positive loss in the retirement of Mr. W. E. Smallfield, who has sold the Renfrew *Mercury* to Mr. W. R. Davies, of Thamesville, and will take a necessary rest to recuperate after several years of active newspaper work. Mr. Smallfield made his paper one of the very best weekly journals in the Dominion and no man of the craft is held in higher regard by his confreres than he.

Galt *Reporter*:—Friends in this country will be sorry to hear of the serious illness of Mr. Alex. Wright, vice-chairman of the Workmen's Compensation Board, Toronto. In his younger days hewas a woollen mill w rker at St. Jacobs. Becoming a stump speaker for the Conservatives he drifted into journalism and at various times edited the Stratford *Herald*, Guelph *Herald* and a Toronto paper. In his day he was one of the best platform speakers in Canada.

Goderich *Signal*: The Hensall *Observer* has been revived after a lapse of two or three years, and we are glad to welcome it back to our exchange list. The proprietors are turning out a neat, well-printed sheet, and not only do they deserve the patronage of the local merchants in their undertaking, but they appear to be getting it. One firm in the issue before us has a full-page ad, and the announcements of other merchants occupy a large proportion of the space on other pages.

Highgate *Monitor*:—Mr. and Mrs. A. E. Colgan and family left for their old home at Dundalk where Mr. Colgan has purchased an interest in the Dundalk *Herald*. As editor and proprietor of the *Monitor* for the past year Mr. Colgan made many warm friends, who, judging by the expressions of regret at his departures, were very sorry to see him leave town. Both Mr. and Mrs. Colgan took an active part in the affairs of the town and will be much missed in both church and social circles.

A frame building at the rear of Pressey's Market, in Forest, was destroyed, with all its contents, by fire. The loss is $800, partly insured. The Burney block and *Free Press* printing office adjoining suffered considerable damage from broken windows and water, but fire walls prevented the spread of the flames. The origin of the fire is unknown. It was discovered by the Salvation Army lassies, who turned out at 6 o'clock for a big self-denial campaign. Their timely action prevented a serious conflagration.

Ross McGuire, who takes over the Thamesville *Herald*, probably first made the acquaintance of Mr. Davies when he went as an apprentice to the office of the Brantford *Expositor*. There must have been a regular proprietorship germ at work in that office at that time, as the following, who were in the *Expositor* news room then, are now in the weekly business in Ontario: W. R. Davies, Renfrew *Mercury*; E. Roy Sayles, Port Elgin *Times*; Ernest Reynolds, Gravenhurst *Banner*, and Ross McGuire, Thamesville *Herald*.

Members of the *Globe* staff said farewell recently to one of their colleagues, P. A. Crane, assistant financial and commercial editor, who is leaving to take a position with the MacLean Publishing Company. Stewart Lyon, the editor of the *Globe*, in making a presentation of a set of "The Makers of Canada," spoke of Mr. Crane's excellent services and of the great regret of the staff and the management to lose him. Mr. Crane, in reply, regretted that the happy associations of the past three years were to be severed, and said he would always remember the pleasant relations with members of the *Globe* staff.

Major Bruce Munro, Port Credit, Ont.

Major Bruce Munro took out his Commission with the 9th Mississauga Horse in Sept., 1915. He was seconded for service with the C.E.F., and was one of the original officers active in the organization of the 124th "Pals" Battalion, and went overseas with them as Lieutenant, receiving his Captaincy and majority on the field.

Major Munro is still in Belgium, now attached to the 10th Canadian Engineers of the 4th Division. Before going overseas Major Munro was associated with his father in business in Toronto, the Wilson-Munroe Co., Ltd., wholesale paper dealers. On his return he expects to take up his regular work again in the paper trade. In recent letters received, Major Munro speaks of having visited several paper mills in Belgium, but did not find any of them in operation. The Huns had carried off all brass fittings, couplings, etc. The Belgium machine shops are now busy trying to replace the missing parts.

Mayor MacBride, of Brantford, who is serving his second year in the chair, was surprised and honored by the City Council when, after every member of the Council present personally testified to his efficiency and self-sacrifice, the Council advanced his honorarium from $1,400 to $1,700. The action was based on the increasing duties and responsibility of the head of the city, and the belief that it was now necessary that an occupant of the Mayor's chair give the greater part of his time to his civic duties. Mayor MacBride was formerly owner of the MacBride Press, which sold to the Hurley Printing Co. some time ago.

W. R. Davies, for the past ten years editor and publisher of the Thamesville *Herald*, has purchased the Renfrew *Mercury*, and took possession early in the month. The Thamesville paper has been sold to Ross McGuire, of Orangeville, who has already taken possession. The gross business of the *Herald* has been more than doubled since Mr. Davies took possession in 1908. He has raised the subscription rate to $1.50, strictly in advance, kept the job prices steadily up to the rising costs, and has twice raised the advertising rates from a flat 5c rate when he took it over in 1908 to a graded rate running now from 10 to 16 cents per inch.

W. F. Prendergast, of the *Saturday Night* publications, was elected President of the Toronto Press Club at the annual meeting. The constitution of the club was amended to combine the office of Secretary and Treasurer, and J. Lewis Milligan, of the *Globe*, was elected to the new position. William Robinson, of the *Daily Star*, was elected Vice-President. Each daily paper

Continued on page 41.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers
By H. A. Nicholson, Manager Printer and Publisher

THE first essential of an advertisement is that it shall be seen. This is achieved by display. The elements that may enter into display are white space, border, headings, body matter, signature and address, and illustration. If these elements are combined with sole purpose of attracting attention the advertisement may defeat its purpose; they must combine to produce simplicity as well as attractiveness. For every intelligently composed advertisement contains a message. Unless this message is made simple, clear and easy to read it will be passed over with a glance. People do not trouble their minds to solve advertising puzzles. Hence the value of simplicity in advertising display.

Last month in this department we drew attention to an exceedingly attractive display, but in which the message was sacrificed for the sake of effect. The message was obscured. Since our last issue a rather ably-written article on this point has come into our possession in support of this view. The article is written by a prominent American advertising man, A. Rowden King, and is reproduced herewith.

"While 99 44/100 per cent. of advertising men are continually and mightily striving to obtain "effects," to get something that is distinctively different, to bend over backwards in an effort to produce advertisements with striking individuality, as they call it, let it be known that at least one has been found who is not similarly impelled. He is part of that small 66/100 per cent. minority.

"This man is Samuel Culviner, Jr., who is the advertising manager of the Guaranty Trust Company, of New York. He controls the advertising destinies of one of the country's largest financial institutions, with resources of more than $600,000,000, which if we were not now used to gigantic Liberty Loan figures, would seem very large.

"Mr. Culviner believes in advertising individuality all right, but he gets it with reverse English. By simply avoiding every temptation to be stunty, his advertising becomes different and individual by that very fact. In other words, in his opinion, simplicity may be made to be quite as stentorian and insistent as that which is complex.

" 'It seems to me,' says Mr. Culviner, 'that there is something of an analogy between architecture and advertising. Both go in cycles. We may be said to have styles in both. When Washington lived, American architecture was of the simplest. Mount Vernon, the White House, and the Capitol building are typical of that day. Later came a hundred years or so of 'jim-crack' architecture. We were obsessed with the idea that the more complex and stunty the lines of our buildings, the better their architecture. But, when the whole category of possible hybrid architectural tricks had been gone through and we could not evolve any more, some one had the brilliant idea that distinction could be obtained by reverting to the old, simple lines of Colonial architecture. To-day some of our best public buildings, banks and homes have those simplest of simple lines. Different with advertisements!

" 'Page through any magazine and you will see examples aplenty of plainly visible efforts to be stunty. There are borders which are elaborate to the limit; headings in reverse—white on black—inserts; overlays; reproductions of products shown at this, that and the other angle—in this, that and the other technique; vignettes, outlines, trick mortises and highlighting; kissing or touching one unit with another; modernisms, near-futurisms, so-called 'art-photographs' which were taken a bit out of focus, and so on from front cover to back. In the newspapers, in the cars, on the billboards, it is just about the same story.'

"Mr. Culviner admits that because he is advertising a bank, it is easier for him to more easily practise his theories as to the pulling power that can be derived from simplicity in advertising. He appreciates that bank advertising, being dignified by nature, makes possible what mail order advertising, for instance, could not be expected to do.

"It would be difficult to outdo his advertisements from the point of view of simplicity. They are severe. If many other advertisers were building their copy along similar lines, they might have very little distinction and power. But with practically all advertisers continually striving toward something just exactly opposite, they stand out.

"His illustrations are exact, square-cornered rectangles. The type is severely blocked out. If there is a border, it is simply made of two turned rules. As often there are only grayed bands, top and bottom of the type. And that's all there is to the Culviner advertisements.

"On the whole, this Guaranty Trust advertising seems to bear something of the same relation to the vast majority of advertising that the few of our actors of the old school who remain do to their less polished but more up-to-the-minute brothers. It is John Drew, with all his ease on the stage, or it is Cyril Maude, with his reserve of power, as compared with the modern vaudeville "stunter"—always striving for a climax and always employing his maximum effort to 'get a hand.'

"When our mothers were girls, front parlors, as they called them, were fearfully and wonderfully planned, from the samplers at one end and through all the knicknacks and bric-a-brac on the what-not, the lambrequin on the mantel, the prisms hanging from the chandelier, to the wax flowers under the glass dome on the table in the window. The time may come when we will look back upon much of the elaborate pieces of advertising copy of to-day as just as impossible and funny.

"Aesop tells the story about the shepherd boy who cried 'Wolf! Wolf!' so many times that it ceased to have any appeal at the time when help was really needed. It is possible that there is something in Mr. Culviner's theory, and that as a result of their very apparent efforts to attract, many advertisers lose a part of their effectiveness."

The foregoing article, while it has no particular bearing on our reset advertisements, the value of *simplicity*, a point we have always tried to adhere to, is emphasized.

Advertisement No. 1.—When white-space display is attempted it should be carried out with consistency. The items in this ad. are crowded together, which hardly agrees with the white space seen at the sides. It is not quite clear to which cut the reading matter belongs because of this fact.

Our reset of this advertisement contains panel effects for separating the various items. White space is equally as good as panels for separating items and making readable, attractive effects, it is admitted, but the average run of copy is more easily adaptable to panels. This copy belongs to the average run, hence the panels in our reset of this advertisement. Our reset also contains some other distinct changes which are noticeable by comparison.

Advertisement No. 2.—If "prize winners" like this get by, why the usual apprenticeship to the printing trade? A school boy of any intelligence could be selected at random and after learning the case could be depended upon to exercise judgment in typesetting equal if not better than this.

Advertisement No. 3.—Circus style of typography is represented in this advertisement, a style seldom appropriate for a store ad. The progressive merchant keeps his store windows neat and attractive to attract trade and there is no reason why his advertisements should not be neat and attractive for the same reason. In our opinion too much prominence has been given to the words at top and too little prominence to the most important feature, spring suits. The ad. has several other defects. Note our reset, which aims to overcome them.

Advertisement No. 4.—Advertisements of this type will stand plenty of white space between border and matter. The items and prices should be brought closer together. The large number of long leader lines give the ad. a weak appearance and make difficult reading. This fault is not so apparent in the (reduced) reproduction as in the original advertisement. Our idea of a better arrangement is seen in the reset.

Advertisement No. 5.—When a printer advertises for job work, above all things he should exercise his best skill to produce an advertisement that will reflect credit upon his typographical ability. To say that "we do quality work, etc.," in slip-shod style does not carry conviction. The inconsistency is apparent to everyone at a glance.

Too many publishers regard their job work ads as mere fillers. These ads. quite often have a tendency to drive away business by the very crudeness of their appearance, instead of inviting it by their attractiveness. There are worse ads. taking up valuable newspaper space than the one we have before us, but it is quite representative of the average seen from time to time. Fancy stunts are not necessary. Something neat, bearing the hallmark of correct typography, is the only type of advertisement that can be expected to produce the desired result.

Decidedly Smart

Are the new model high cut shoes for ladies. We were fortunate in securing this high grade footwear at a price we cannot hope to duplicate. We therefore advise an early selection for both immediate and future needs

Our Clothing Reflects

The best designing and tailoring skill in the country. In smartness, model, fabric and workmanship it equals the product of the best custom tailors. As to the fit we can guarantee that you have but to try on the garments to satisfy yourself. No waiting No need to take anything unless you are perfectly satisfied in every way

We carry

William's Solid Leather Shoes

which has no equal for wear in Mens', Boys', Ladies, Misses and Childrens We have the above price very low considering that we Guarantee every pair to give Satisfaction or money refunded

PRINTi PRINT!! PRINT!!!

Print will be a big factor this season for House Dresses and Childrens wear as there is a shortage of other material We handle Copia, the Guaranteed fast colors, and have them in all Colors Priced very low for such quality print

Watch For Ladies' Spring Millinery Announcement

Stock here in a few days.

THE WHITEWOOD TRADING CO

Advertisement No. 1—Taken from the "Herald," Whitewood, Sask. Reduced from 3 columns by 7¾ inches deep.

REAL ESTATE

Houses, Lots, Farms, Factory sites for sale

Money to loan.

C. G. Pritschau

120 West King Street. Phone 1278.

Advertisement No. 2—Taken from the "News-Record," Kitchener, Ont. Reduced from 3 columns by 3 inches deep.

STYLE! QUALITY! VALUE!

A Trinity of Factors that is very apparent in Our Beautiful Showing of Ladies

SPRING SUITS

We have specially selected several new models which are sure to prove very attractive, and are offering them for to-night's and Saturday's showing. These are strictly new arrivals, came Parcels Post in order to get them for you in time for the holiday wear.

One very attractive new model has been made in box style with vest of Victory red, trimmed with buttons and braid, slit skirt, in shades of navy, sand, taupe, grey and brown

Another model in the Russian Blouse effect of the same shades as the first is very stylish.

Several other models priced from $35 to $50

What Is Nicer for a Spring Wrap Than a New Cape

See the exclusive styles we are showing with long shawl collars, braid and button trimmed; may be used as cape or dolman—popular colors.

J. A. DUGGAN

Advertisement No. 3—Taken from the Stratford "Daily Herald." Reduced from 3 columns by 8 inches deep.

Nourriture Pour Les Enfants

Christie Infant Food	.45
Horlick's Malted Milk (Petit modèle)	.45
Horlick's Malted Milk (Moyen modèle)	.89
Horlick's Malted Milk (Grand modèle)	$3.25
Holbrook's Ground Rice	.18
Lactated Food W. & L. (Petit modèle)	.51
Lyman's Patent Groats	.24
Mellin's Food (Petit modèle)	.48
Mellin's Food (Grand modèle)	.79
Nestlé's Milk Food	.69
Peptonine Infant's Food	.35
Phosphatine Fallière (Petit modèle)	.69
Phosphatine Fallière (Grand modèle)	1.10
Robinsons's Barley Food	.45
Robinson's Patent Groats	.45
Sanaphos Food	.69
Virol (4 onces)	.39
Virol (8 onces)	.69
Virol (16 onces)	.94
Borden's Condensed Milk	.24
Bovinine (Petit modèle)	.59
Bovinine (Grand modèle)	.98
Carnine Lefrancq (Grand modèle)	4.15

EN VENTE CHEZ

J. E. LIVERNOIS Limitée

RUE ST-JEAN

QUEBEC.

Advertisement No. 4—Taken from the "Evenement," Quebec City. Reduced from 2 columns by 7½ inches deep.

Have Your Job Printing Done At Home

The Mail now has every facility for turning out High Class Job Printing work and there is no longer any reason why manufacturers, merchants and others should send the orders out of town.

Give us a trial order and be convinced.

We have a new office and up-to-date machinery, all run by electric power, and can turn out work promptly and efficiently. If you have a job of printing call up No. 67 and we will do the rest.

The Mail Printing Co.,

327-329 Queen Street, Up Town

Advertisement No. 5—Taken from the "Daily Mail," Fredericton, N.B. Reduced from 3 columns by 6¾ inches deep.

Decidedly Smart

Are the New Model High Cut Shoes for Ladies

We were fortunate in securing this high grade footwear at a price we cannot hope to duplicate. We therefore advise an early selection for both immediate and future needs.

Our Men's Clothing

Reflects the Best Designing and Tailoring Skill in the Country

In smartness, model, fabric and workmanship it equals the product of the best custom tailors. As to the fit, we can guarantee that you have but to try on the garments to satisfy yourself. No waiting. No need to take anything unless you are perfectly satisfied in every way.

PRINTS! PRINTS! PRINTS!

Print will be a big factor this season for House Dresses and Children's wear as there is a shortage of other material. We handle Copia, the Guaranteed fast colors, and have them in all Colors. Priced very low for such quality print.

Williams' Solid Leather Shoes

have no equal for wear in Men's, Boys' Ladies', Misses' and Children's. We have the above priced very low considering that we guarantee every pair to give Satisfaction or money refunded.

Watch for Ladies' Spring Millinery Announcement

Stock Here in a Few Days

THE WHITEWOOD TRADING CO.

Reset Advertisement No. 1

REAL ESTATE

Houses, Lots, Farms and Factory Sites for Sale

MONEY TO LOAN

C. G. PRITSCHAU

120 West King St. **Phone 1278**

Reset Advertisement No. 2

Lord & Taylor

38th Street FIFTH AVENUE 39th Street

Continuing After-Inventory Clearance

Morning Dresses

A Sale of Sweaters

Summer Silks Most Wanted Weaves

After-Inventory Linen Sale

Women's Low and High Shoes

Furniture for the Summer Home

—Buy Thrift Stamps Every Day—

A good example of balance and uniformity of display. The panel effects are well executed too. The whole arrangement is representative of modern typography as seen in department store advertisements of today.

This Ad has not been reset.

Style! Quality! Value!

A Trinity of Factors that is very apparent
in Our Beautiful Showing of

Ladies' Spring Suits

We have specially selected several new models which are sure to prove very attractive, and are offering them for to-night's and Saturday's showing. These are strictly new arrivals, came Parcels Post in order to get them for you in time for the holiday wear.

One very attractive new model has been made in box style with vest of Victory red, trimmed with buttons and braid, slit skirt, in shades of navy, sand, taupe, grey and brown.

Another model in the Russian Blouse effect of the same shades as the first is very stylish.

Several Other Models
Priced from $35 *to* $50.

What is Nicer for a Spring Wrap Than a New Cape

See the exclusive styles we are showing with long shawl collars, braid and button trimmed; may be used as cape or dolman—popular colors.

Style Quality Value

J. A. DUGGAN

Style Quality Value

Reset Advertisement No. 3

Nourriture Pour Les Enfants

Christie Infant Food	$ .45
Horlick's Malted Milk (Petit modele)	.45
Horlick's Malted Milk (Moyen modele)	.89
Horlick's Malted Milk (Grand modele)	3.25
Holbrook's Ground Rice	.18
Lactated Food W. & L. (Petit modele)	.51
Lyman's Patent Groats	.24
Mellin's Food (Petit modele)	.48
Mellin's Food (Grand modele)	.79
Nestle's Milk Food	.69
Peptonine Infant's Food	.35
Phosphatine Falliere (Petite modele)	.69
Phosphatine Falliere (Petit modele)	.69
Robinson's Barley Food	.45
Robinson's Patent Groats	.45
Sanaphos Food	.69
Virol (4 onces)	.39
Virol (8 onces)	.69
Virol (16 onces)	.94
Borden's Condensed Milk	.24
Bovinine (Petit modele)	.59
Bovinine (Grand modele)	.98
Carnine Lefrancq (Grand modele)	4.15

En Vente Chez

J. E. Livernois, Limitée

Rue St-Jean ∴ ∴ Quebec

Reset Advertisement No. 4

Have Your Job Work Done at Home

The Mail now has every facility for turning out High Class Job Printing Work and there is no longer any reason why manufacturers, merchants and others should send the orders out of town.

Give us a trial order and be convinced

We have a new office and up-to-date machinery, all run by electric power, and can turn out work promptly and efficiently.

If You have a Job of Printing Call Up No. 67. We will do the Rest

The Mail Printing Company

327-329 King Street, West
(Up-Town)

Reset Advertisement No 5

Massey-Harris Advertisements Are Set With Care

The above (reduced) series of advertisements were sent to PRINTER AND PUBLISHER for criticism along with a number of other advertisements, booklets and folders. The whole set is a distinct credit to the Massey-Harris Company publicity department. Some of the booklets appear in three colors and are beautifully illustrated, showing the Massey-Harris well-known line of farm implements. Other booklets appear in one and two colors and are almost equally attractive; but we will treat the booklets and folders in another issue and give our attention to the above newspaper and magazine advertisements.

The method of display shown in the above is typical of all the Massey-Harris advertisements we have before us. They are all well set; however, in our opinion, open to improvement. The white space between the border and the text should be adopted throughout the advertisements, then the cut would stand out more clearly and the type would be defined in distinct groups. The dash over the Massey-Harris signature would be better out. It is unnecessary.

Expert typographers often oppose rule-breaking similar to that seen in the reference to branches at the bottom of all Massey-Harris ads. This point may be taken with a grain of consideration, in some instances, but there is no doubt about the practice being faulty when a rule box is broken top and bottom as seen above. We would like to see the rule continued unbroken at the bottom. A small cap line would make the words, "Agencies Everywhere" distinctive enough.

THE PERSONAL SIDE OF IT

(Continued from page 32.)

appointed a member of the Executive Committee, and the Trade press chose four members to represent them on the Executive, Mr. Harry Anderson, of the *Globe*, the retiring President, and Mr. Harry Johnson, of the *Star*, the retiring Secretary, were extended a hearty vote of thanks in recognition of their services.

After thirty years' service on the composing room staff of the Toronto *World*, Robert Kerr, one of the most widely known among the newspaper printers of Canada, has severed his connection with this paper to take a position in Halifax. Mr. Kerr was presented with a handsome traveling bag and safety razor set, as an expression of the good will and hearty wishes for his success in his new sphere. The presentation was made by Charles H. Wilson, chairman of the office "chapel," who referred to Mr. Kerr's long and pleasant association with the *World*, and the many employees who have worked side by side with him over a long period of years. Mr. Kerr replied briefly, referring to many pleasant memories of past days in the *World* office which he would always treasure.

A victim of the ravages of influenza, Reuel Reginald Rex Leitch, for eight years circulation manager for the Edmonton *Journal*, died in the General Hospital after a short illness of ten days. The deceased was the second son of Rev. R. H. and Mrs. Leitch, of this city, and was born twenty-nine years ago on the eighteenth of November at Brighton, Ont. He was educated at Picton and Belleville public schools and later took a business course in Albert College, Belleville. The late Mr. Leitch began his newspaper work in San Antonio, Texas, and later moved to Los Angeles where he was manager of the circulation department for a big California daily. Eight years ago he came to Edmonton as head of the circulation department of the *Journal*, where he has remained since that time. Mr. Leitch is the first member of the *Journal* executive staff to pass away and his loss will be not only felt by the paper but by the city at large, for he was keenly alive to the possibilities of Edmonton and was a tireless worker for the advantage of the city. He was an enterprising member of the Board of Trade and of the Canadian Club. Editorially the *Journal* said: "In Mr. R. R. Leitch, whole death occurred yesterday, the *Journal* and its readers lost a most faithful and efficient servant. For eight years he had filled the post of circulation manager, in which a man more than in any other comes closely in touch with those to whose support a newspaper owes its standing and its prosperity. His work in that capacity was a large influence in the building up of the *Journal*, a fact that was thoroughly recognized both inside and outside the office. But Mr. Leitch was very much more than a good circulation manager. He had the ability to make friends and to win the confidence of all with whom he came into touch. This was true with respect to subscribers and office asociates; it was especially true of the boys whom it was his duty to control and direct and who discharge so important a function in bringing a newspaper to its readers. His regard for their welfare was as intelligent as it was sincere and continuous. He could have asked no greater reward than their unswerving loyalty to himself. His untimely death will be widely and deeply mourned and by none more than by the lads with whom he had so much to do and whose judgment regarding a man may always be taken as a true indication of a man's true worth.

A very pleasant event took place at the home of John Howat, Thamesville, when about thirty prominent men of the village with their wives gathered to say farewell to W. R. Davies, for the past eleven years owner and editor of the *Herald* who leaves to-morrow for Renfrew, where he has purchased the *Mercury* from W. E. Smallfield. During the evening Reeve McKenzie, in a very complimentary address, presented Mr. Davies with a handsome little booklet, the majority of the pages of which were made of ten dollar bills, and Mrs. Davies with a handsome bouquet of flowers. Short speeches were also made by Dr. Fraser, Magistrate Coutts, Dr. Stewart, Mr. Henry, Mr. Howat, and Miss Cousgrove, expressing regret at the leaving of Mr. Davies and his family, and wishing them every success in their new home in the East. Mr. Davies suitably replied. Mr. Ed. Webster, baritone soloist, of London, came down for the occasion, and contributed to the pleasures of the evening by several selections.

The Dufferin *Post* has sold out to its competitors, the Orangeville *Banner* and the Orangeville *Sun*, its rights to publish in the town, and the issue on May 8 was the last. The *Post* was first published by the late J. B. Cuttell, forty-six years ago, and afterwards acquired by Messrs. Ketchum and McGuire, who in turn sold to the renowned blind editor, D. J. Mungovan. After his death about twelve years ago, it was run by E. J. Darraugh for one year, when it was purchased by the present owner, Vance A. Statia. Mr. Statia retains the plant, which it is understood he will remove to Oshawa. The newspaper situation here is probably unique. In other towns the papers are uniting or ceasing publication, but this town of less than 2,500 population has supported three papers, two of which within less than two years have installed the latest linotype machines, and all the proprietors, contrary to the general run of the craft, claim to have made money. Editor Statia has been for more than forty years at the business, starting as a small boy in the office of a paper edited by the late Hon. Geo. W. Ross at Strathroy. He will be greatly missed in the town for his ever-present good humor and his willingness to assist in every good cause to the extent of his ability. Three of his boys were in France and Belgium with the C. E. F., one of whom made the supreme sacrifice, one has returned, and the other is expected home shortly.

Quebec

Mr. and Mrs. C. Gordonsmith and Miss Hall, Claremont avenue, Westmount, are spending a month at Mount Clemens, Michigan.

Clinton Sibley, the well-known magazine writer, has been appointed editor of the Montreal *Herald*. For some years past Mr. Sibley has been an editorial writer on the *Herald*.

Another member of the Montreal *Star* editorial staff has returned, having gone through practically the whole of the war. He is Sergeant. B. W. Nyson, who enlisted with the Princess Patricia's Canadian Light Infantry in October, 1915, with the McGill reinforcing company, and who has had a varied experience ever since. He first went to the Princess Pats, and saw a lot of fighting with that unit, afterwards being transferred to the Canadian Corps Intelligence Staff, being accomplished in many languages. Since then he has been in France, Belgium and Germany, working in connection with prisoners of war. During the last two months of the fighting Sergeant Nyson was back with the infantry, every available man being used for the final push. He marched with the troops of the 6th Brigade from Valenciennes to Bonn. Sergeant Nyson was married just before leaving for overseas, and when he reached the city with other troops from the Belgic, his first wish was to get out to St. Scholastique, where his wife is staying, in order tosee the twins that have never seen their father.

Maritime Provinces

The City Print have installed a cylinder press.

Halifax *Herald* have installed two new linotypes.

J. J. Wallis, editor of the Digby *Courier*, spent several days in St. John recently.

James C. Jones, Pres. Printers' Supplies, Limited, is spending a few days fishing.

H. F. S. Paisley, managing editor of the Sydney *Record*, has been seriously ill with pneumonia.

The printers are about the only trade who did not go out on strike on the first of May in Halifax.

The John Bowes Printing Co. have moved to a building on Hollis Street, which they recently purchased.

S. K. Smith, editor of the *Business Review*, St. John, has undergone a successful operation for appendicitis.

The Hardware Clerks' Association of St. John, are planning to publish a monthly magazine in their own interests.

The Halifax Printing Co. have gone out of business. The Printers' Supplies, Limited, have purchased their stock.

The City Print, of Halifax, who started business about a year ago, have purchased the property their plant is in.

J. W. Flewwelling and C. G. Flewwelling, of the Flewwelling *Press*, St. John, have been laid up with attacks of influenza.

The Lino Print, Limited, of this city has installed bindery equipment and two platen presses also individual motor equipment.

Miss Alice Fairweather, editor of the women's page of the St. John *Standard*, has undergone an operation in a Montreal hospital.

A. D. Ross, editor of the *News-Sentinel* of Amherst, N.S., has the sympathy of his friends in the loss of his wife, whose death occurred recently.

Urbain LeBlanc, an employee of *L'Evangeline* until he enlisted for overseas service, has returned to Moncton, bringing with him a French bride.

The *Courier*, of Digby, N.S., has opened its classification columns free of charge to returned soldiers seeking work or wanting to purchase farms.

The Richmond Printing Company now have very commodious quarters. Their quarters are more than three times the size they were when they moved in after the Halifax disaster.

The St. John *Standard* has increased its price, effective May 1, by one cent per copy, or $1 per year. The prices now are three cents per copy, and $6 per year by carrier and $4 per year by mail.

Frank B. Ellis, editor of the St. John *Globe*, has left for England, accompanied by Mrs. Ellis. They hope to return on the same steamer with their son, who has been overseas with the Canadian forces.

Lieutenant Ralph McInerney, who returned recently from the other side after several years' service, the last two years of which were spent as a pilot with the air forces, has joined the writing staff of the St. John *Times-Star*.

The Nova Scotia Provincial Reports for the year are now printed and placed before the Legislature, the report published under the supervision of Mr. Blois of the Dependent Children is one of the best turned out by the province in years.

Mr. W. E. Sharpe, of the Canada Printing Ink Co., is visiting Newfoundland and the Maritime Provinces; this makes the twenty-fifth trip for Mr. Sharpe in the Maritime Provinces and his first trip to Newfoundland.

The Halifax *Herald* and *Evening Mail* have offered a prize of $5,000 to the first Canadian aviator to make a successful flight from Vancouver to Halifax, and also a $5,000 prize to the first Canadian aviator making a successful flight from Halifax to Ireland.

H. B. Jefferson, news editor of the Sydney *Record*, was a member of a delegation from Cape Breton, which interviewed the Nova Scotian Government on matters relating to the island counties. Before returning to Sydney he spent several days at his former home in Moncton.

Capt. J. Edgar March, city editor of the St. John *Standard* before going overseaes in 1915, has accepted an appointment to the writing staff of the Ottawa *Journal*. He will find an old friend there in the person of A. E. McGinley, editor of the *Standard* when Captain March went overseas, and who recently has been made editor of the *Journal*.

The rather unexpected death of Mrs. H. Floss Ross, wife of A. D. Ross, editor of the Amherst *Daily News*, occurred a few days ago. Mrs. Ross underwent a serious operation three weeks ago, and her improvement has been so continuous ever since, that she was looking forward to an early return to her home, when death came suddenly and without warning. She had practically recovered from the effects of the operation and was progressing so favorably that no danger was anticipated.

At the April meeting of the Halifax District Trades and Labor Council a resolution, presented by the Printing Pressmen and Assistants' Union, dealing with the printing of school books, was adopted unanimously, and referred to the legislative committee for action. The resolution recited that school books for the province are being printed in Toronto, and the printers of the province of Nova Scotia are being deprived of this work, and calls upon the Provincial Government to introduce legislation to provide that all Government printing should be performed within the province.

At this meeting the Trades and Labor Council decided to embark upon the publication of a labor paper, after the adoption of a resolution to the effect that as the trend of the times did not show that labor is about to assume its share in the government of this country, as in other countries, and as the organized workers have no way in which to put their views before the public, the need of a labor paper is very urgent. The proposed paper was endorsed as the official organ of the council and the executive of the council was appointed a committee to proceed with arrangements for its publication.

The Deputy King's Printer of Nova Scotia. F. W. Smith, of Halifax, is one of the busiest men in the province, besides looking after the *Royal Gazette* and seeing that the different printers get their reports out in time to place before the Legislature and all the large and petty details connected with his department, he is Secretary of the Provincial Board of Charities which requires considerable diplomacy and must be a judge of human nature. He has to decide whether a man who is financially embarrased is entitled to transportation to his home in Sydney or Honolulu, besides in private life he is Maritime President of the Ancient Order of Hibernians and is expected to contribute personally to every large and small institute who want private subscriptions. Outside of his duties as King's Printer any one wanting information how to get in or out of town seems to call on Fred Smith. In the summer he gets rid of a considerable lot of worry by going to the sea shore where he cannot be got at.

Newfoundland

Miss Beatrice Ings, of the mailing department of the Twillingate *Sun*, has resigned her position and goes to Canada.

M. J. James, who has been editor of the *Industrial Worker* since its establishment, has severed his connection with the paper.

During the past six months there have been honorably discharged from the Royal Newfoundland Regiment nineteen of the printing and allied trades, made up as follows: 6 printers, 7 papermakers, 2 linotype operators, 2 bookmakers, 2 news agents.

S. J. Hefferton, who for some time has been on the reportorial staff of the St. John's *Evening Telegram*, severs his connection with that paper on 3rd of May, to assume the position of editor of the *Industrial Worker*, the organ of the Newfoundland Industrial Workers' Association.

The *Daily Star*, of St. John's, has adopted a week end edition of sixteen or more pages, containing review of the week's happenings together with magazine sections. This edition sells at 2 cents, while the regular daily editions of all the Newfoundland dailies continue at one cent.

W. E. Sharpe, representing Canada Printing Ink Company, of Toronto, Ont., is now visiting Newfoundland in the interests of his company. This is Mr. Sharpe's first trip to Newfoundland, and he is very agreeably impressed with the scenery and the future prospects of the ancient colony.

The St. John's *Evening Herald*, which was burnt out on morning of the 12th December last, with a loss of over thirty thousand dollars, resumed publication again on 18th March, after a suspension of over three months. The *Herald* building has been rebuilt, and new machinery is being installed, replacing that destroyed by the fire.

On March 11 Alexander Moore, a typographer of the Newfoundland *Royal Gazette*, met with an accident while stepping from an elevator and sustained internal injuries. He was taken to the General Hospital, where he developed pneumonia, and died on 21st March. Sandy was one of the best and most popular typos of the capital and had been connected with the *Royal Gazette* for over forty years. He was married and is survived by his wife, three sons and three daughters.

The very high exchange rate now ruling in United States will no doubt somewhat affect the paper trade of this country with the Republic and may tend to divert some of it to Canada. If the Canadian paper houses would include prices and all other particulars with samples they send out, as some of the United States houses do, it is quite probable that some of the trade now going to the latter would find its way thither. The printing houses of Newfoundland, or many of them at any rate, would prefer to do business with Canadian houses providing some accommodation was afforded.

T. F. Joyce, of the Associated Press, F. A. Steele, of the New York *Herald* and *Telegram*, Edwin Cleary, of the London *Daily Express*, Wm. P. Beazell, of the N.Y. *World*, F. W. Memory, of the London *Daily Mail*, Joseph Mulvaney, of the Universal News Service, James H. Hare, of *Leslie's Weekly*, and Edward Klauber, of the New York *Times*, are among the the press representatives now at St. John's, Newfoundland, in connection with the trans-Atlantic flight. These gentlemen were on April 28th entertained at luncheon by the Newfoundland Board of Trade. Mr. J. J. MacKay presided. The same gentlemen were on 3rd of May entertained by H. D. Reid, president Reid Newfoundland Company, at his residence.

On the evening of April 9 the office of the St. John's *Evening Herald* was broken into and the newspaper so damaged that the next day the paper was unable to issue. The business manager left the office at 6.30 p.m., after assuring himself that everything was in order, and it was not known until the arrival of the pressman the following morning that the place had been burglarized. Entrance was affected by the removal of a pane of glass from a rear window. Many acts of vandalism were committed, including the removal of the folder rollers from the duplex printing press, also the battering of the knife which cuts the paper off. It is now thought that the disaster which that paper experienced in December last, when much of the building and machinery were destroyed by fire, was of incendiary origin.

In the general elections slated to take place in Newfoundland next fall several newspaper owners and editors will be contestants. It is understood these will include J. S. Currie, editor St. John's *Daily News*, to contest Burin District; Chas. T. James, editor St. John's *Telegram*, who will contest Burgeo and La Poile; Dr. Alex. Campbell, president Star Publishing

Co., Ltd., owners of the *Western Star*, of Curling, who is slated as a candidate for the district of St. George; Dr. H. M. Mosdell, editor St. John's *Daily Star*, is to contest St. Barbe district; R. Hibbes, business manager *Fishermen's Advocate*, is also to be a candidate in St. Barbe district; while another candidate for the same district is J. D. Henry, a noted English newspaper editor and author, who has been resident in Newfoundland several years; then there is W. B. Semple, editor of the Twillingate *Sun*, for Twillingate district; Hon. W. F. Coaker, founder of the *Fishermen's Advocate*, will also contest in the election; while Rt. Hon. W. F. Lloyd, formerly editor St. John's *Telegram*, will be leader of the Government forces.

Special Effort Gets Business

THE Canadian Press Association sends out many valuable suggestions in regard to the working up of special advertising. They are worth considering:—

Making the Garden:—This year, as in the past years, garden-making will possess the enthusiasm of many men and women. This enthusiasm can be appealed to profitably by advertisers—makers of garden equipments and tools, sellers of seeds, and so on. The specialized press devoted to horticulture or featuring horticulture strongly, can be consulted to obtain suggestions as to the merchandise in demand or for which demand is desired. Also, visits to local stores dealing in gardening merchandise can be made with advantage to find there what is stocked, the manufacturing or wholesale firms supplying the merchandise, and the nature of demand. Then the advertising manager can go about the work of solicitation confidently. It may be well to plan a series of garden pages, and to solicit each advertiser to authorize advertising for all the series. In this way much advertising may be obtained at a small soliciting cost. In the case of retailers, taking to them definite suggestions— prepared copy—will be found a sure way of getting orders. Beyond all this is the fact that readers of newspapers really want and rely on advertising of this character, which fact is a guarantee of results to advertisers. Hose, lawn mowers, spraying devices, insecticides, fertilizers, rollers, tools of many kinds, shrubs, plants, glass frames, wire, books on horticulture—these suggest the variety of merchandise. Begin straightway to compile lists of possible advertisers, put them in such shape that it will be useful in other years.

Motoring:—All during the spring and summer is a good time for makers of motor cars and accessories to maintain their advertising. Publications which are not now carrying a plentiful quantity of advertising of this sort should make a very real and steady effort to get such advertising. They should study out the arguments to put forward why their individual newspapers should carry desired motor advertising and then canvass persistently and intelligently with real information as the foundation of appeal. Solicitation of the right sort, well maintained, is the only known and sure way of getting business. Newspapers which omit the right sort and quality of solicitation deprive themselves of a volume of profitable advertising. To them that ask—and show definite reasons why—shall be given.

Building Days:—For years to come there will be much building in Canada. The subject of housing is a live one. Home-builders and house-builders will assuredly be attentive to the advertising of everything designed to make homes and houses more attractive and better. If advertising managers will plan a series of pages, on which will be assembled advertising interesting to those making new homes, or moking over old ones, they will serve both readers and advertisers. Specialized publications serving in a direct way the builders and makers of homes should be consulted for inspirations and suggestions, and good mailing lists prepared, and put in such shape that they will be serviceable, with revisions, for years to come.

Factories and Warehouses:—In many industrial communities factories and warehouses will be built this year and in coming years. How does and can advertising serve the builders of factories and warehouses? Shall the structure be of brick or cement? How shall the floors be made? How can steel manufacturers be utilized. What elevators shall be installed? Whose roofing system shall be adopted? What shall be the manner of the windows? How shall fire risk be eliminated or reduced? How can ventilation, sanitation and working conditions be improved? What aids to efficiency in time-saving can be installed? How shall the building be heated? How shall the wall surfaces of offices and other parts be finished? These suggest how advertising can help solve the problems and perplexities of builders.

The Summer Holidays:—They are drawing near. Many families will go to seaside or lakeside camps, or to the country. Before departure much buying will be done—of special apparel, camp and cottage equipments, special foods, utilities of many kinds, tents, fishing supplies, toilet sundries, footwear, books and aids to comfort. The advertising manager who faithfully prepares his lists and plans and who purposefully and early begins the solicitation of "Summer Vacations" advertising will provide for his paper lineage and revenues of the most useful kind, at a season when advertising may be specially desirable.

The Traveler:—Travel on this continent and abroad will increase, as an inevitable consequence of the repression of the travel during the war years. A feature could be very well introduced into making a publication entitled "The Traveler and his Wants and Needs." This feature can be made up of small or large advertisements—or both—an assemblage of advertisements related to travel. Travelers' needs are trunks, bags, special clothing, brushes, toilet sundries, leather goods of many sorts, thermos flasks, fountain pens, rugs, caps, extra spectacles or eye-glasses, clothes hangers, confectionery, safety razors, books and magazines, gloves, hose, shirts, tobacco and cigars. If these things be regularly advertised, it will be used advertising to all who are concerned.

What Retailers Buy:—If the advertising manager, himself or through reporters or deputees, will keep in continued

The Globe

in the usual course of business for the period prior to April 1, asked subscribers: "How long has The Globe been read continuously in your family?" Out of 1,969 answers received, the following were the results:

Readers	for	50	years	255, or 13%
"	"	40	"	436, or 22%
"	"	30	"	681, or 34%
"	"	20	"	962, or 48%
"	"	10	"	1,340, or 68%

In the 75th Anniversary Edition of The Globe on March 5th, 1919, names and addresses were printed of 300 families, who for 50 years or more continuously, have read

The Globe

TORONTO

"Canada's National Newspaper"

touch with the leading retailers to find out what new goods are being received into stock, and what their features or distinctions are, he will be in an excellent position to obtain seasonable advertising. Retailers want to dispose of their stock, especially style goods, at the earliest possible moment, when they can obtain highest prices. If the advertising manager will play on this string, he can induce the retailer to advertise. Every retailer has his selling problems, and if he can be persuaded that advertising will help him solve it quickly he will surely be responsive to a canvass for advertising.

Wall Paper:—The season is at hand when the retailers of wall paper will be busy. Advertising of the right sort will lead many families to do the papering this spring that may otherwise be deferred. If the advertising manager will take superior suggestions to dealers in wall paper—copy all ready for an O.K.—he will get many an order that otherwise may never be placed. The advertising manager's wife can probably assist him by views and reasons and suggestions to prepare the right kind of copy—the copy that will appeal to both the retailer and the public. Also the advertising manager should consult some books on interior decoration, which he may find in the local public library, and there almost certainly he will get hints and inspirations to assist him in the preparation of copy that the retailer will be glad to use and the consuming public glad to read.

Aluminum:—Makers of aluminum ware have a good story to tell the public—but one insufficiently told. In every home should be more utensils of aluminum than are now to be found. The purchase of aluminum can be speeded up, and makers of aluminum will likely respond now or later, to the solicitation of the advertising manager who woos him intelligently and persistently.

Mailing Lists:—Every advertising manager should build himself classified lists of advertisers from whom he hopes to obtain business. Lists of this description, to be complete, will take years to build. Always fresh names will appear, to be added. Always changes will require to be noted under the heads—"Men to see or write to," and "Agency placing the Advertising." When lists are intelligently classified, the solicitation letters can be made more pointed and powerful, and solicitation can be made more seasonable. Good mailing lists are the foundation of more and new business. Possessing good mailing lists the advertising manager can plan his work far in advance and begin his canvasses without their being hurriedly prepared. Preparation is a sure way of achievement. Begin to build good mailing lists this week—and keep up the work.

Author's Name Was Omitted

Through an error on our part credit for the first article in this issue is not given to George E. Herman, who wrote the interesting story about "His County Is His Kingdom." Readers cannot help but be interested in the article, and it should be known that Mr. Herman, of Dartmouth, N.S., is the author.—Ed. P. and P.

Mono-Lino
Typesetting Company
LIMITED

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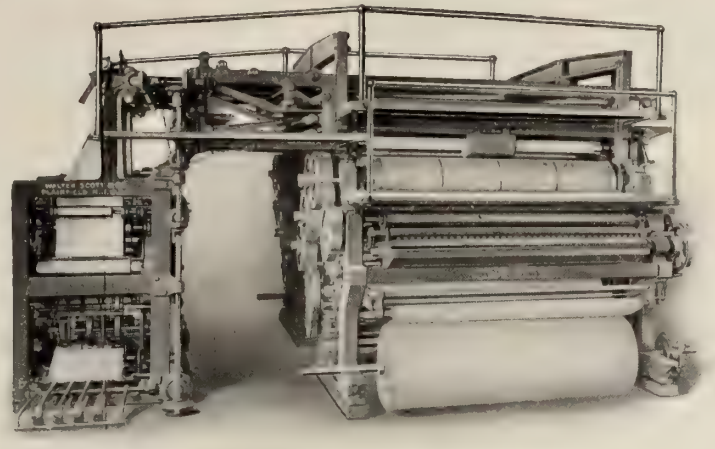

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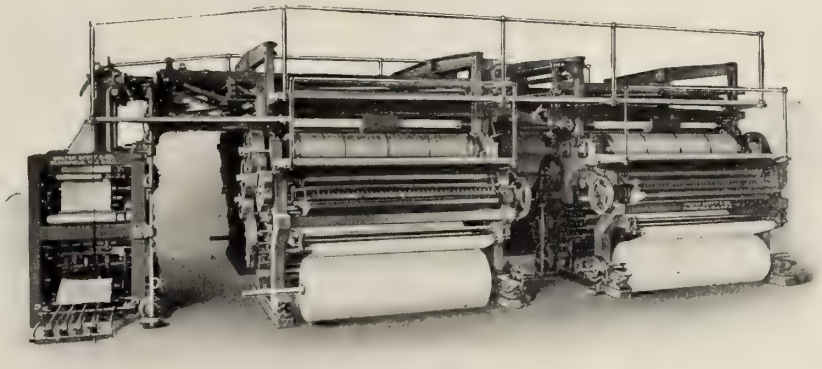

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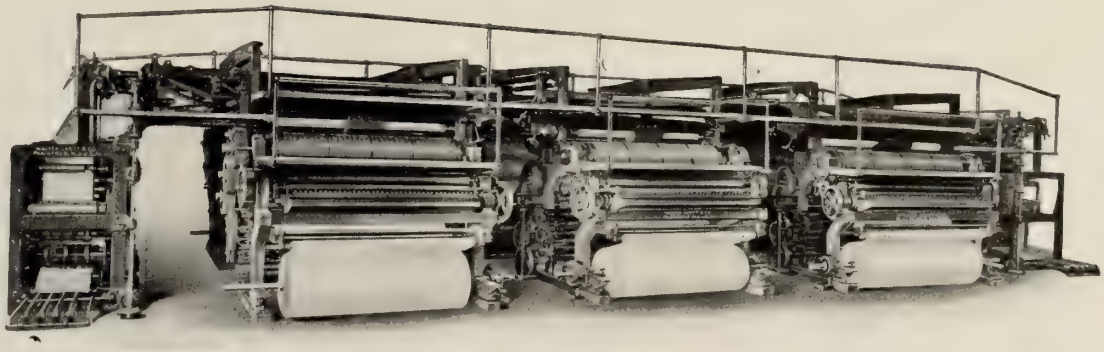

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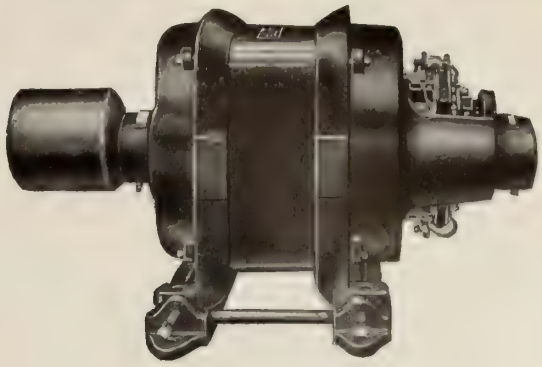

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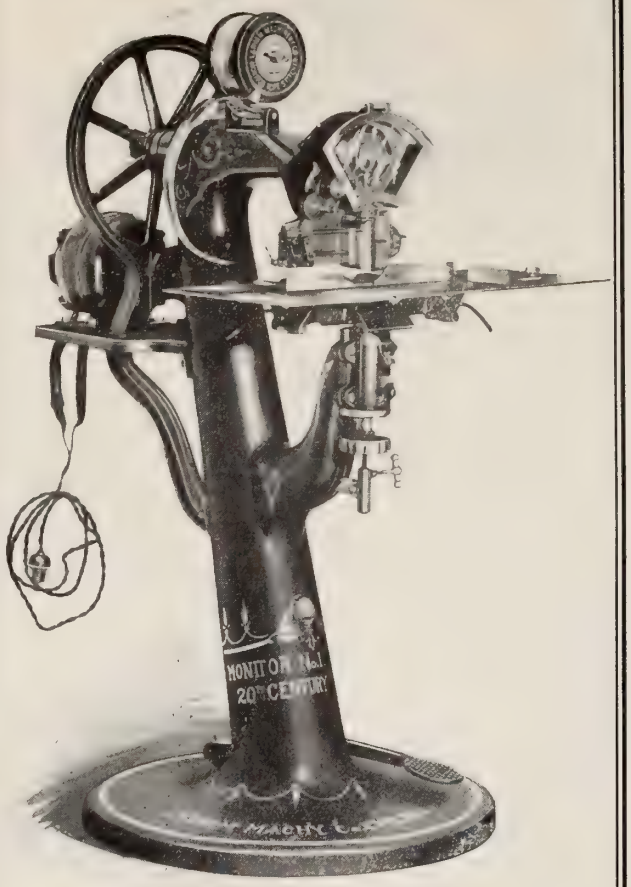

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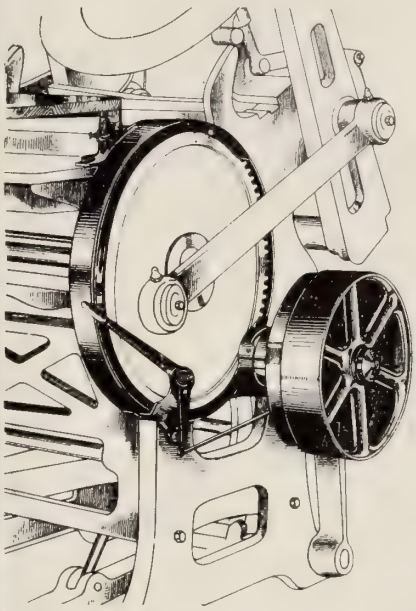

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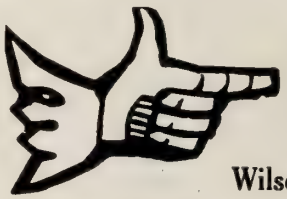

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This situation, according to J. W. Dafoe in the May issue of MACLEAN'S MAGAZINE, explains mu· that has developed at Versailles. Further, it contains the promise of a close *rapprochement* between the two great English-speaking democracies for all time to come.

Mr. Dafoe has contributed a remarkably interesting article to this number of MACLEAN'S, lifting the curtain on many of the puzzling situations that have arisen overeas. As editor of the Manitoba *Free Press,* he is the dean of Canadian newspapermen; as the representative of the department of Public Information on the Canadian Mission to the Peace Conference, he was in a special position to learn what was transpiring. He tells of the really big part that Canada has played in the Proceedings and points out that Canada's status as a nation was firmly established in the eyes of the world when she was allowed separate representation.

A Dozen Other Features---Nationally Important

This May issue is full of articles of unusual significance for Canadian readers.

"SOLVING THE PROBLEM OF THE ARCTIC"
—By Vilhjalmur Stefansson

The second instalment of his remarkable story of the four years of exploration that he undertook for the Canadian Government in the region of the "Pole of Inaccessibility"—a harder place to reach than the North Pole.

"ORGANIZING FOR PEACE"
—By George Pearson

An article of the Great War Veterans' Association by a well-known author-soldier.

"THE CANADIANS IN SIBERIA"
—By Capt. W. E. Dunham.

A graphic story of what our forces did in combatting the Bolsheviki, by an officer who has just returned.

"SAFE IN THE SADDLE"
—By J. K. Munro

A review of affairs at Ottawa in which the opinion is expressed that Union Government for the time being is safely entrenched.

The National Idea

The articles in this issue of MACLEAN'S reflect the national idea—Canada's part in the Peace Conference, the political situation at Ottawa, the exclusive report of Stefansson's national explorations, the national organization of our returned men, the work of our forces in Siberia. The reader of MACLEAN'S gets a broad idea of what Canada as a whole is doing. The value of this issue—and of all issues—is very great, therefore, from an educational standpoint.

MACLEAN'S is the one magazine that should be selected for young Canadians to read.

Four capital stories by famous authors—W. A. Fraser, Lloyd Osborne, Frederic S. Isham and C. W. Stephens.

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Events of War Foretold by Stars.
What is Life Like Beyond the Grave?
A High-born Bolshevik.
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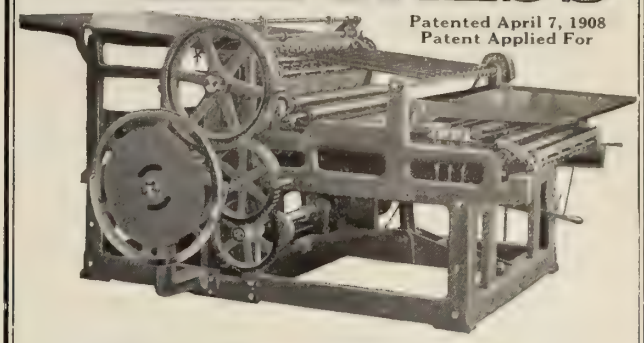

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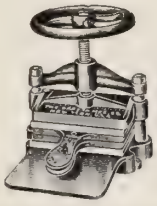

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If you want your ad to occupy double space the charge is 4 cents per word.

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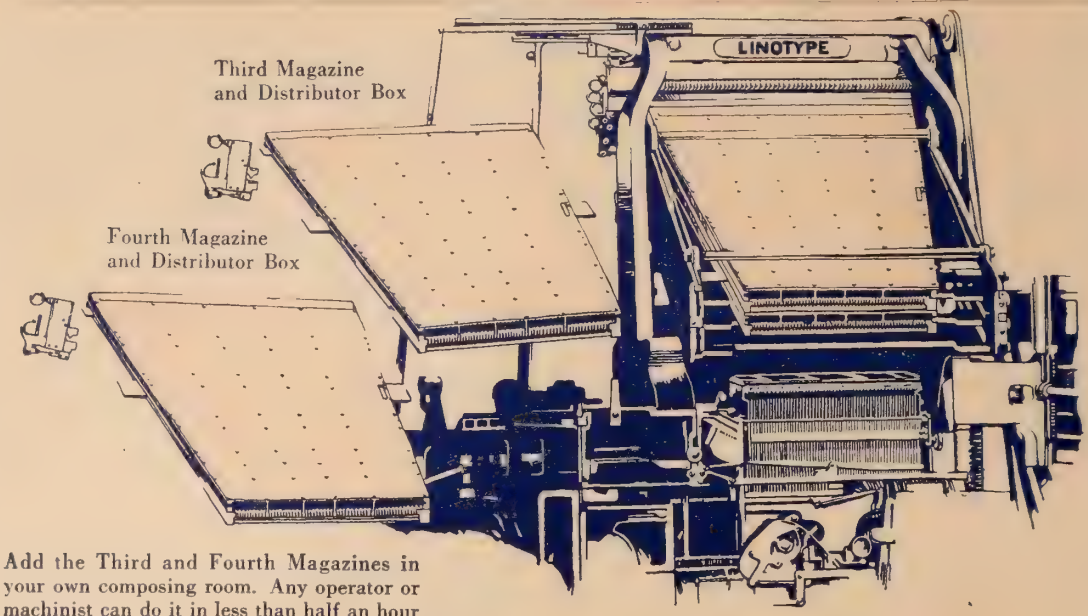

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PRINTER & PUBLISHER

for JUNE, 1919

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61st
Annual Convention
Canadian
Press Association

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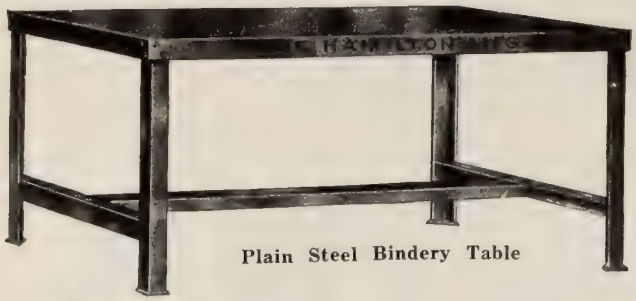
Phone Main. 5124

PRINTER AND PUBLISHER, June, 1919. Vol. 28, No. 6. Published monthly at 143-153 University Ave., Toronto, by the MacLean Publishing Co., Ltd. Yearly subscription price, $2.00. Entered as second-class matter at the Post Office Department at Ottawa, Canada. Also entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, N.Y., U.S.A., under Act of March 3rd, 1879.



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For Every Department of the *Printing* Plant

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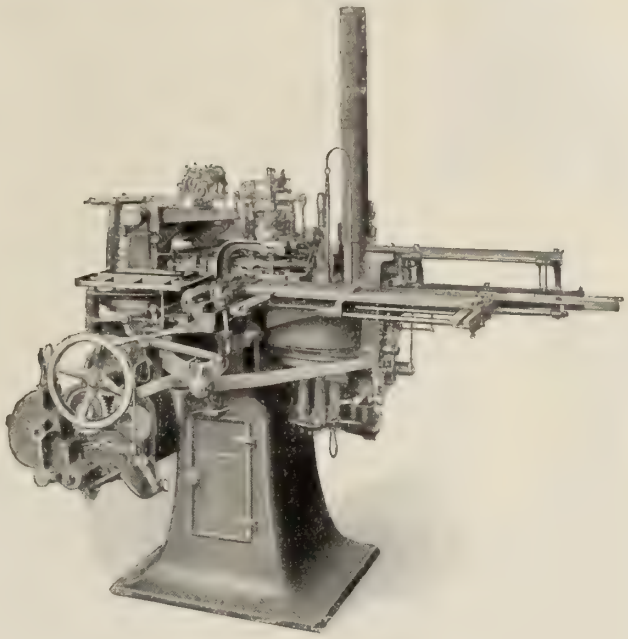

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The versatile machine that keeps itself
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EVERY KIND
OF COMPOSITION

Lanston Monotype Machine Co., Philadelphia

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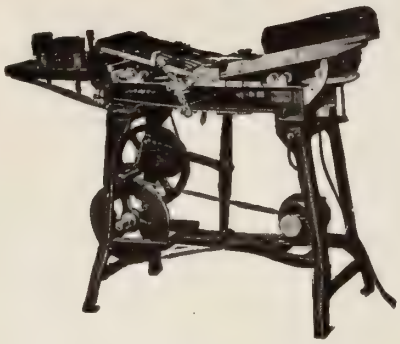
230

This Advertisement set in Monotype Series No. 38 and Monotype Rule

Come and See This Wonderful Press in Action!

New Multicolor Press

Boosts Production, Cuts the Cost---Requires no Skilled Labor



EVERY member of the Canadian Press Association should take advantage of the opportunity while attending the convention at Toronto to see the New Multicolor Press in operation. This press, with its simplicity, speed and ability to turn out printed matter in one, two or three colors, at one operation makes it the marvel of the printing world. Hundreds of these machines are already installed and they are being sold as fast as they can be built. A girl can operate this machine, and with our automatic feeder attachment the press looks after itself.

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The MULTICOLOR PRESS represents the biggest recent advance in printing efficiency and economy.

We extend a cordial invitation to you to come to our office at any time to see this press turning out work. Don't miss the opportunity while at the convention.

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Perforators, Ruling Machines, Folding Machines, Feeding Machines, Embossing Machines, Etc.

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Hoe presses give the maximum net output and combine quality with quantity of product, thus relieving the publisher of pressroom worries and insuring the highest efficiency and greatest economy in newspaper production.

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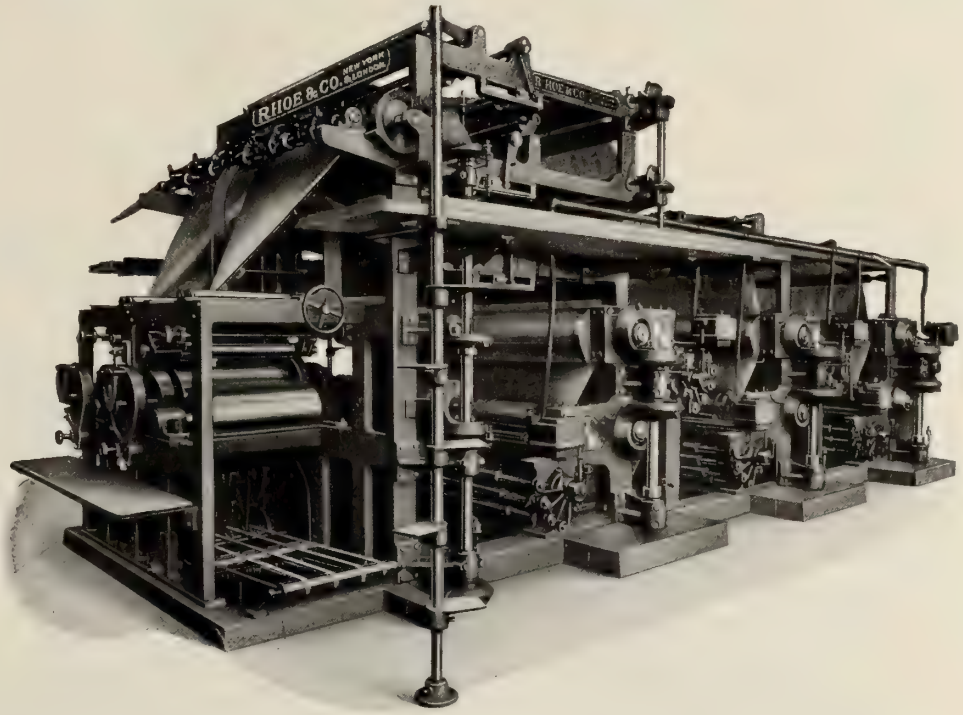

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80,000 or more papers per hour of 4 to 12 pages.
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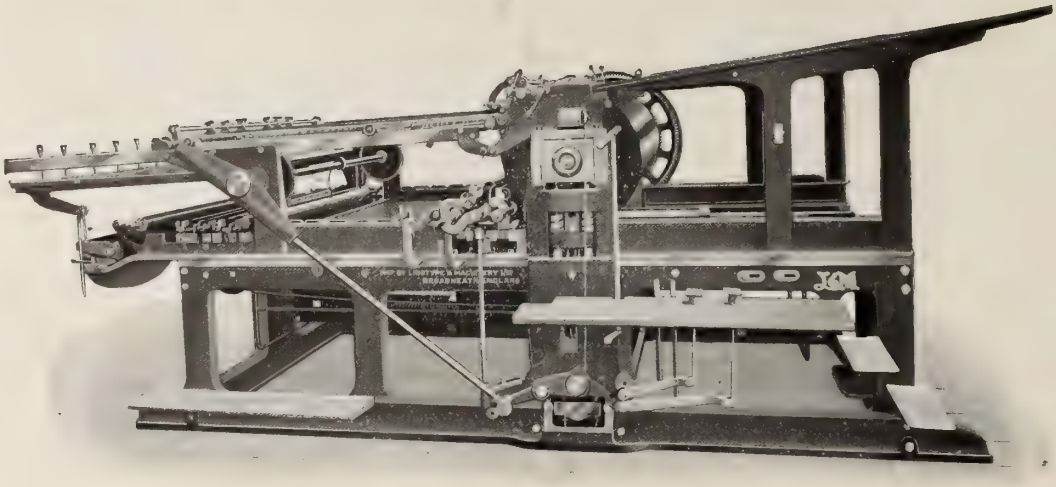
Manufactured by Linotype and Machinery, Limited,

COMMENCING in June, a representative of Linotype & Machinery Limited will visit all the principal towns in Canada and explain the construction and special features of the Letterpress and Lithographic Machines manufactured by this Company, including the L & M and Centurette Two-Revolution Presses and the L & M Offset and Direct Litho Rotaries.

Head Office: 188 Fleet St., London, England

The L & M Two-Revolution Press



This press is producing the highest grade of half-tone and colour printing, as well as the finest book, jobbing and general magazine work.

It is correctly designed and is built of perfect material by skilled engineers. This press may therefore be run continuously year in and year out, and will continue to produce work of the best quality.

Amongst the features of this press are pneumatic buffers, automatic cylinder check (operating cylinder and ink supply at the same time from one pedal), and improved type-bed reversing mechanism. It is also fitted with improved printed-side-up rack delivery, jogging-up apparatus, circular cutter with dust box, cylinder brush, and sight feed lubricators.

It is built in six sizes. The largest size takes a sheet up to 46-in. x 66-in., and the smallest size up to 26-in. x 39½-in.

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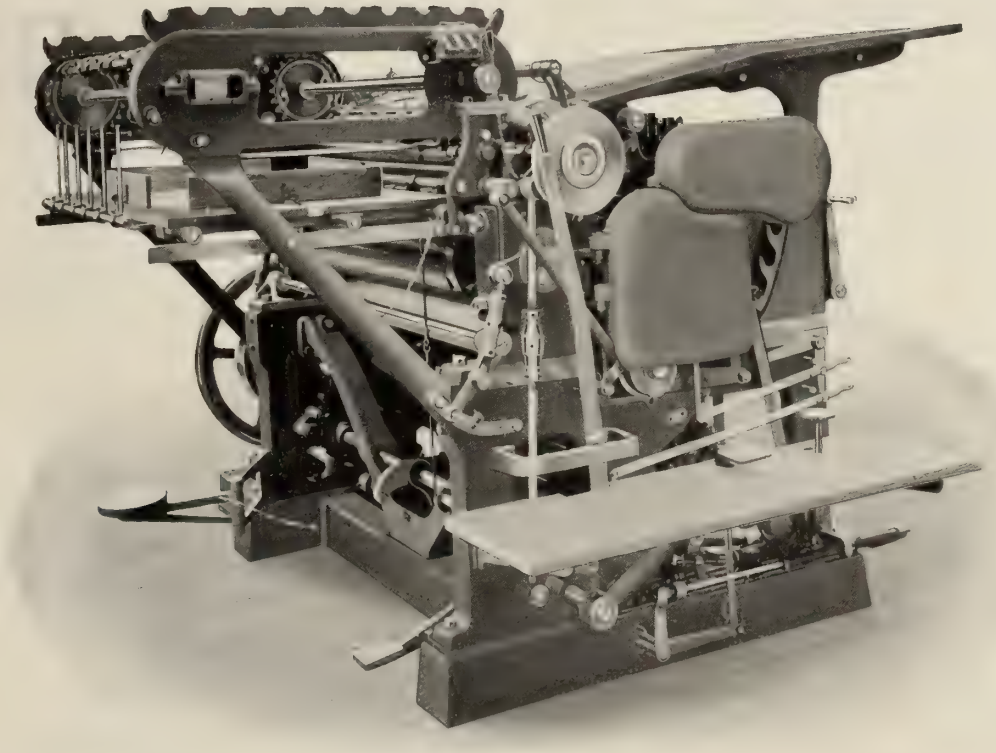

The L & M Offset (Two-Revolution) Press gives free access to plate damping, and inking mechanism; face-up delivery without the use of tapes and sticks; and dead register at all speeds.

It is fitted with an automatic trip operating the impression cylinder, inking rollers, ink feed, and water feed. It also has adjustable feed motions controlling the ink and water.

A backing-up motion is fitted which can be operated from either end of the machine or from the foot-board as desired. The transfer cylinder has a powerful attachment for tightening up and ensuring an even tension of the rubber blanket, and is fitted with an effective hand-tripping device.

The sheet is delivered printed side up by a chain delivery which slows down while depositing the sheet on the jogger board.

An impression cylinder brush and a sheet jogging attachment are also supplied.

It is built in three sizes. No. 1 takes a sheet up to 52 in. x 37½ in.; No. 2, 45½ in. x 33½ in.; No. 3, 37 in. x 25 in.

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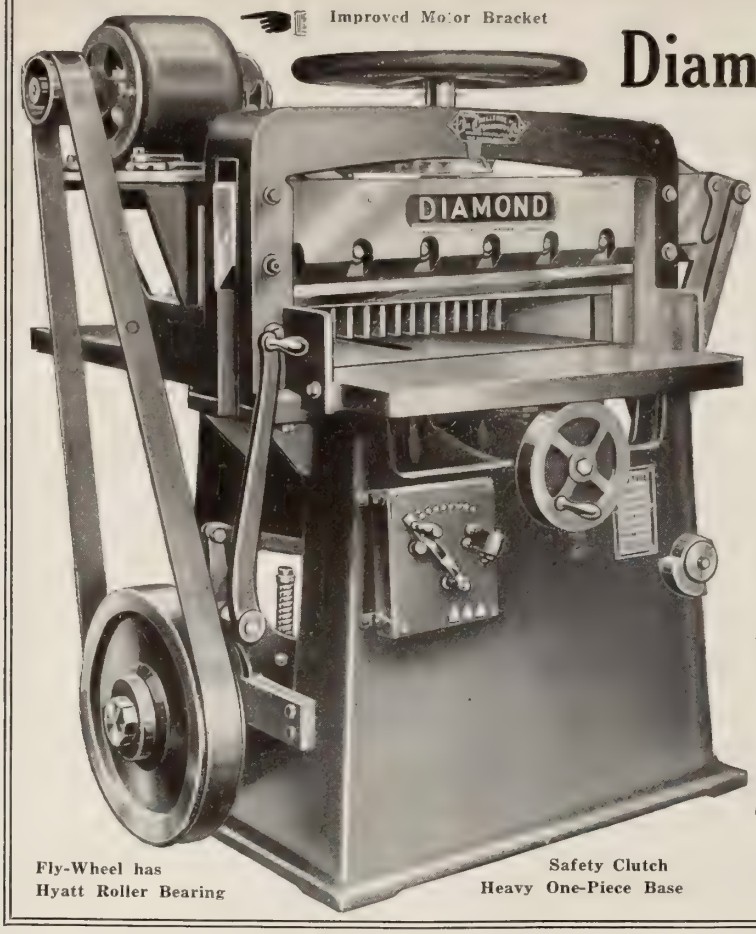

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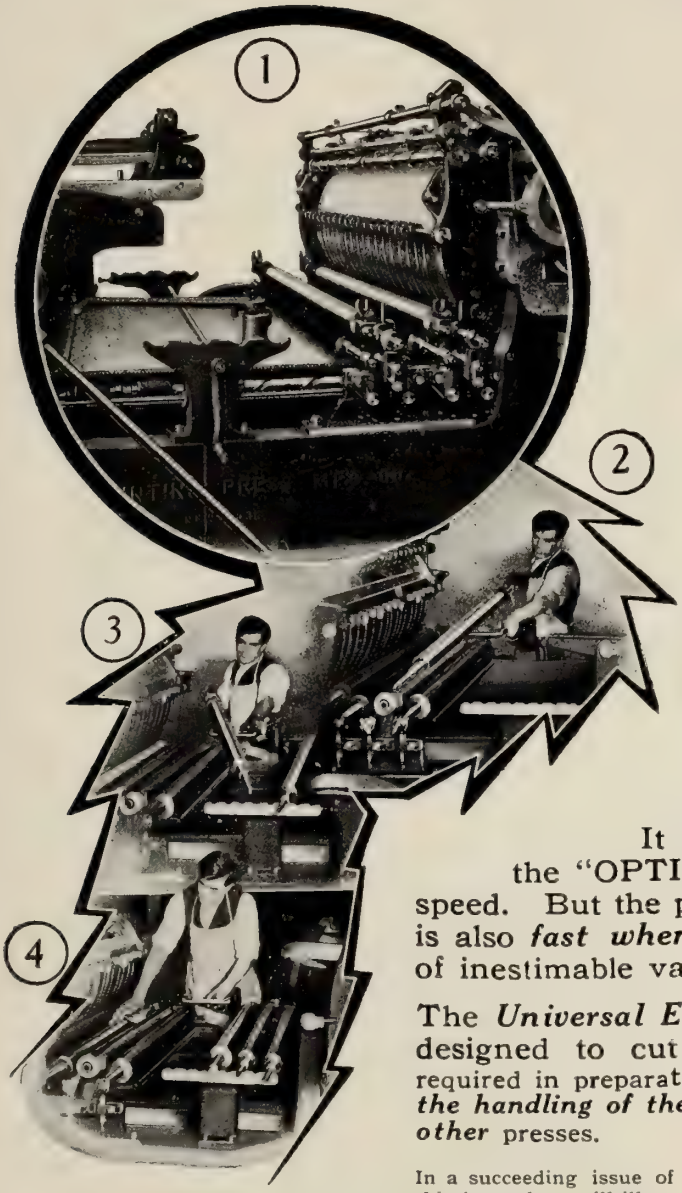

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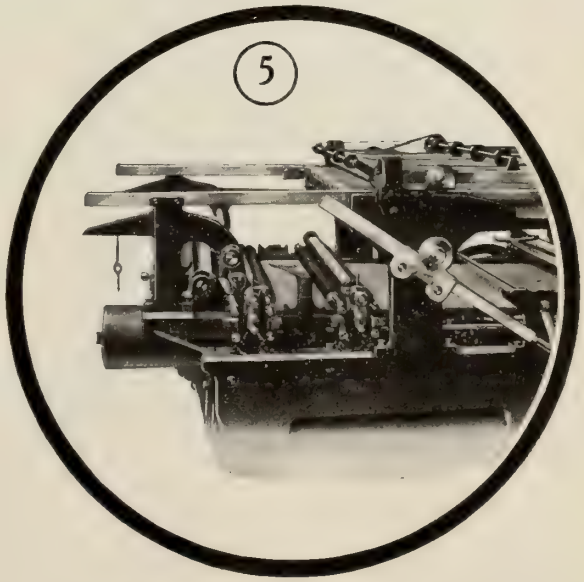
In a succeeding issue of this journal we will illustrate how the ***Universal Equipment saves*** rollers.



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PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

The Reorganization of the C. P. A. Coming?

Matter Coming Up at This Year's Gathering

HERE'S the proposition that M. R. Jennings, manager and editor of the Edmonton *Journal*, and chairman of the daily section of the Canadian Press Association, is going to put before the annual meeting which is due to be held in Toronto on June 5 and 6. Under the very stereotyped and conservative heading "Proposed Amendment No. 1" comes the following:

"That the Association be dissolved and its charter surrendered, or that the present by-laws be repealed and new by-laws be enacted to provide for its continuance as a general association with nominal membership fees, and without paid officers or staff."

Now, this has not come on over night, neither is it a something that Mr. Jennings has hatched away out in his corner of the West. It is something that has been talked about for a long time, not only by the daily men, but by a great many of the weekly members as well. It has been realized for some years that the various interests were too divergent in the Canadian Press Association to permit of a satisfactory continuation of business along the present lines. The amendment proposed by Mr. Jennings is intended to bring the whole matter before the association. Members of the daily section have been served with an extended memorandum on the subject, and the same has been sent to the chairman of the other sections in the association. The discussion arising out of this is bound to be the most important piece of business that the association has been called upon to discuss and settle in its history.

The First Part Impossible

The first part of the amendment is generally conceded to be out of the question entirely, viz., "That the association be dissolved and its charter surrendered. . . . ." Voting on that proposition would get a very scanty showing of hands, if indeed a single vote could be found for it. It is hardly likely that those behind the reorganization scheme have seriously thought of pressing this side of the question. We have used the word "reorganization" there as opposed to the dissolution idea. The Canadian Press Association has a long history and has grown to be a recognized body of no mean standing. Particularly in recent years it has gone ahead and reached out as a promoter of business to no small extent. It is in this connection that the difference of opinion has arisen regarding the amount of service that each section was receiving. A great deal of the time of Mr. Imrie, the manager of the association, has been taken up for months past in looking after the interests

W. J. TAYLOR
President of the C.P.A.

of the publishers in the paper case at Ottawa, and there is a difference of opinion again as to which section has received the most benefit from his services there, although there is no dispute as to the excellent work he has been carrying on.

The Weekly Section

The feeling that there should be a reorganization of the association is not confined to the daily section alone. Many of the weekly publishers have urged the same thing time after time, but it has never come to the point where a definite move has been made. The feeling of the weekly section in regard to more service needed for their interests can be judged by the action of a number of the weekly publishers in coming together and forming "The Selected Town Weekly List." This organization has been referred to in these columns before, and the aims of the organization are fairly well understood. It is a collective method of soliciting the larger national advertisers with a view of putting the case of the weekly publishers before them. This move, while good in itself, is serving to arouse some rather strained relationships because the selection of the papers restricted the membership to one paper in each community. Several of the publishers have written to PRINTER AND PUBLISHER, pointing out that they considered that they had a better advertising medium than the paper that had been admitted from their particular locality.

Then there are weekly papers that have troubles of their own all the time, and they will continue to do so. They are not running their business on proper lines. They are not paying strict attention to their rate cards. They do not notify agencies and others of changes in their rates, and they have had a habit of giving to some agencies a better price than they have to others, and all this has led to a certain amount of irritation, the blame for it being traceable to no other source than the offices in question. These cases, it is needless to say, are in the minority, but they serve to create grievances that have the habit of growing greater instead of smaller.

The Small and Large Dailies

Then there is the small daily and the large daily? Where is the interest of the small daily? With the metropolitan publication or with the weeklies? That is another side of the question that has been often discussed, perhaps not openly in the meetings of the association, but certainly the discussion has gone merrily on just outside in the corridors. In fact some of the publishers of the smaller dailies are quite emphatic in stating that they regard the metropolitan papers as the greatest opposition they have. The coming into existence of the rural routes made it possible for the morning papers of the Province to make great strides in getting into the rural sections of the Province. There are plenty of papers published in Ontario, especially in the smaller cities, that find themselves unable to cater to their own community with anything like the speed that the Toronto and London papers can do. Many of the afternoon papers cannot get to their readers before the following morning, and that same mail carries the "same day" papers of London and Toronto. Thus the rural reader picks up the Tuesday local paper and the Wednesday Toronto or London paper from the same delivery.

There are publishers of afternoon papers in many of the smaller cities of Ontario who have been trying for years to overcome this handicap. In some few cases there has been an attempt made to get out an eleven o'clock edition and have papers ready to get on the same mail as the morning papers, but this was not found to be satisfactory. The switching and holding of matter from one edition to another was more or less of a nuisance, and it is a fact that the best stuff in the afternoon paper arrives between 11 in the morning and 2.30 in the afternoon.

M. R. JENNINGS.
Chairman of the Daily Section, who has taken a great deal of interest in the reorganization of the C.P.A.

The weekly papers have not felt this competition the same as the afternoon dailies, because the publisher of the weekly had a field that the daily, big or small, could not touch, viz., the giving of the local news. It would not be a hard matter to find afternoon paper men in the smaller centres of Ontario who would tell you positively that the operation of the rural mail service should be paid for largely by the publishers of the morning papers in Toronto and London. They have tried to make up carrier routes of their own, using drivers of milk wagons and other forms of delivery that went regularly through the district, but so far all these have failed, while the rural routes fit in admirably with the publication and timing for delivery of the morning papers.

These matters are not pointed out by PRINTER AND PUBLISHER with the idea of building up any fences between the various classes of papers that would be included in the daily organization, but simply repeating absolute statements that have at various times, inside the last few months, been made in good faith to this paper. The small city dailies find that, in a business way, they can get the best results by holding their sessions, and confining the attendance mostly to representatives of the papers from the smaller centres. They find that they have a large number of problems that are very much the same, such as contracts for the supplying of paper, wage scales, efficiency of composing room methods, cost per thousand or inch of their paper, circulation and collection idea, etc. Some of the most helpful sessions that have been held in the history of the small city dailies have been those where those present have been engaged in the production of papers in cities coming under this heading, and where the metropolitan publishers have not been present.

P. GEO. PEARCE.
Chairman of the Weekly Section of the C. P. A.

The publishers in the metropolitan class doubtless find that the same thing holds good in regard to their business. They feel the need of more service, and they want it in more definite and accessible form. They are prepared to pay for it also. The chances are that right now the publishers in the larger class would be quite willing to take Mr. Imrie, the manager of the association, and pay him a salary larger than he now receives for looking after the interests of the entire association.

What it is Proposed to Do

From conversation with some of the daily men, it is evident that they have a pretty fair idea of the organization they wish to establish and they also have it figured out that it is going to cost them at least three times as much as they are paying at present. There are 97 members in the daily section, and according to the last reports they paid as follows: Six at $150, $900; two at $120, $240; eight at $100, $800; seven at $90, $630; nine at $80, $720; ten at $70, $700; twenty-one at $60, $1,260; fifteen at $50, $750; five at $45, $225; seven at $40, $280; three at $35, $105; two at $30, $60; two at $25, $50, making a total of $6,720.

If there were a new schedule drawn up that would allow the daily section to run on the scale that is proposed, the revenue would be much greater. The proposed Canadian Daily Newspapers' Association would probably have rates like this:

Six at $450, $2,700; two at $360, $720; eight at $300, $2,400; seven at $270, $1,890; nine at $240, $2,160; ten at $210, $2,100; twenty-one at $180, $3,780; fifteen at $150, $2,250; five at $135, $675; seven at $120, $740; three at $105, $315; two at $90, $180; two at $75, $150. This would give a total of $20,060.

It is understood that the daily men, at least some of them, consider that the man who might be appointed to manage their organization should be able to earn for them enough in service to warrant a salary of around $7,000 per year. Other allowances would be on a fairly liberal scale, provision being made for a certain amount of reporting on market conditions on paper, ink, metal, etc. One of the daily men

intimated that the total cost of running their association would be between $18,000 and $20,000 per year.

Right now there are some of the daily papers that threaten to resign from the association if things continue as they are at present. They state plainly that they would rather pay more and get the service they require than to go along as they are now, pay less money and get an unsatisfactory service. These publishers are not bluffing in the matter, and they can be relied upon to make good their threatened resignation if the reorganization does not take place.

The daily men are also cognizant of the fact that a number of the weekly papers, as referred to above, have organized for the better prosecution of their own particular business.

A number of the daily men, to whom PRINTER AND PUBLISHER has spoken, also drew attention to the fact that the weekly section and a number of the smaller dailies wanted more service in connection with cost departments for job printing, a thing that was of no value to the larger daily, but a vital concern to the smaller publisher who makes this part of his business.

Trade and Class Section's Attitude

The trade and class section of the Canadian Press, although they have made no announcement on the subject, would probably not take very long to make up their minds as to where they stand. The trade and class section will be with the weekly section and the smaller dailies in whatever line they take. The Canadian Press Association was organized by the smaller papers in the first place, and for a number of years carried on by them. The trade and business papers, as they became established, became interested mostly in the papers of the towns, villages and smaller cities. Their work was to inform and to give news to the retail merchants and the smaller factory owners, that would be of practical value to their business, so that they could buy and sell to better advantage. The trade papers have done a lot of missionary work for a number of the smaller papers in a way that is not generally recognized. They have always advocated that the merchant in any line should be a good advertiser. These papers have shown the merchant how to prepare copy, offered endless suggestions, showed him the finished product, and pointed out the benefit of making use of the medium of the paper in their own locality to keep their business message before the public. Many of the papers are realizing this more and more, and in many cases have found that their merchants were more inclined to advertising from the influence brought to bear by the trade press. In this way the merchant in the smaller centre has been made more efficient to meet the competition of the department and the mail order stores, which have in the past, and do so yet, largely control many of the metropolitan papers. In this connection members of the Press Association can readily recall that only a few years ago the editor of the Toronto *Globe*, in a frank statement to the members, stated that the big papers were coming more and more under the influence of the big stores by reason of the amount of advertising space they were purchasing. These remarks were sanctioned by the editor of one of the Winnipeg papers, and a good many who had nothing to say knew the truth of the assertion that was made by the more outspoken and candid members. For these reasons the trade papers would not object to the metropolitan dailies going ahead and forming an association of their own, believng that such action would be in the best interests of the association generally and of the larger papers as well.

The trade and class section have much in common with the smaller dailies and the weeklies. They would find it quite agreeable to continue to work with the small dailies and weeklies, as they have a great deal in common. The weeklies recognized this when the vote on the postal question came up in 1913. On one side were the metropolitan dailies, and the trade press, which needed support and assistance then, found that it had the smaller dailies and the weekly papers behind it. Again two years

ACTON BURROWS
Chairman of the Trade and Class Section of the C. P. A.

ago when a Toronto group tried to stampede the association into eliminating the trade and class section entirely, the latter again had the active sympathy and support of the weekly section. The trade papers and the business press generally is not inclined to forget how this connection with the weeklies and the smaller dailies has protected them in the past, and now that reorganization seems to be on the way, they realize that the same community of interest still exists. For these and other reasons the trade and class section is sure to stay with the weekly section in any reasonable action it may take in the reorganization of the association.

Where the Weeklies Come In

The position of the weekly section can best be stated by some of the weekly members themselves. PRINTER AND PUBLISHER gives here the opinion of a weekly member who has followed the affairs of the association for some years. As an evidence of good faith this paper, if asked, will give the name to the chairman of the weekly section. His views in part, are:

"It is understood that preparations are being made by the daily section of the Canadian Press Association to separate themselves from the other sections which form the association—the weeklies and trade and class papers. To the weekly publisher who has taken an interest in the association's affairs, who attends the meetings, or endeavors to serve in any capacity his fellow publishers, this action on the part of the dailies really occasions no surprise. The past three years, or more, it has been felt by weekly men that a separation was bound to come. There has been little in common the past year, and the final hour of last year's annual meeting revealed considerable over-anxiety on the part of the daily members.

"There are, in round numbers, 100 daily first members, as against 500 weekly first members in the Canadian Press Association, and while so far as volume of business is concerned on the daily newspaper offices, the weeklies are not in it in comparison, but for association purposes it cannot be overlooked that the weekly publishers of Canada can be a force, if they care to assert themselves. The demands of the weekly members on a central office manager are entirely different from that of the dailies. Weekly members find it necessary to have the assistance of the association headquarters regarding cost finding, estimating on jobs, etc. It is also necessary in order to serve the weeklies, that their manager give up the office occasionally for the road. District gatherings are absolutely essential to the weekly cause. In these gatherings circulation, job printing, and advertising problems are the things of major importance for weekly publishers. The annual meeting does not provide any time for a businesslike consideration of these important matters. There are very few weekly offices who do not have job printing departments, and also there are very few dailies that have job printing departments. And while touching on the annual meeting, weekly members are well aware that it would be in the interests of a weekly organization that this meeting take place alternately in the east, west and centre of Canada.

"It can be fairly said that the dailies are rightly concerned about advertising problems, and how best to offer their space to national advertisers, so that one man in a central office can sell space in all dailies in Canada, on a similar basis to the billboard companies, who are making a big bid for the business these days. These conditions have created a difficult position for any central office to deal with. With the larger business prospect in view the dailies would seem to be following the only sound course for them, when they propose to organize separately, employing a high-salaried manager, whose sole duty will be to plan for business.

"The situation creates no great problem for the weekly section. There are men among their numbers who are well known, have ability to organize, have a wide acquaintance with association work, and if the separation comes, would be quite able to head and manage a Weekly Press Association. Like the dailies, the weeklies are willing to pay for service rendered. It looks to be the only logical conclusion: that a separation would make a stronger organization of each of the sections. At any rate, the weeklies under the present arrangement cut very little figure. Organized as a separate association, it may be fairly assumed that of nearly a thousand publishers at least 75 per cent. could be included in the membership rather than as at present having about 50 per cent. Seven or eight hundred weeklies would have considerable power which could be used to advantage toward developing their businesses. Apparently, in a separation of the sections, both will be better able to serve their own particular interests."

Should Preserve the Association

There is a strong feeling, and it finds expression among members who have been in the association for many years, that care should be

taken in any move that may be made to see that the association shall be preserved intact. They want reorganization, but they do not want the association, as a whole, to suffer in consequence. This side of the question is well stated by T. H. Preston, publisher of the Brantford *Expositor*. In answer to a question from PRINTER AND PUBLISHER regarding the matter Mr. Preston said:

"While I recognize that there is need of the daily newspaper publishers of Canada materially enlarging their plans for mutual helpfulness, I would like to see this accomplished, if at all possible, without disrupting the Canadian Press Association in the manner which is now proposed. Perhaps my personal acquaintance with the past history of the association makes me somewhat conservative in this matter. My connection with the Canadian Press Association extends backward some thirty years. As I remember it, in its earlier days its membership was largely made up of representatives of the weekly newspapers and magazines, with a sprinkling of representatives from the smaller dailies. Then the annual excursion was the chief business of the year, and the secretary, Col. J. B. MacLean, was rewarded for his arduous labors, if I mistake not, *with an honorarium of $100 per annum. Some of us felt in those days a desire for better things, and I was concerned, along with such men as Andrew Pattullo, J. S. Brierley, J. S. Willison, Alec Pirie and P. D. Ross, in an effort to interest the members of the metropolitan press in our work.

Since then what was an Ontario association has become Dominion-wide in its membership and interests, and its annual budget has assumed no mean proportions. There are certain matters, such as rates of postage, the cost of newsprint, and editorial policy, in which all sections of the press have a common interest, but there are others, such as those affecting our relations to organized labor, and perhaps certain advertising propaganda, in which the daily newspapers are chiefly concerned.

"Is it not possible to maintain our present organization, with the modifications necessary to meet new conditions, so that we may have the Canadian Press presenting a united front when necessary, while giving to each section the right to assess its members for its own purposes? I would like at least to see a trial made along these lines, and not make a departure which seems calculated to weaken the influence of the Canadian Press by substituting disunion for the existing union."

*The honorarium was never accepted by Col. Maclean personally.—Ed. P. & P.

Copyright Act

CANADA is soon to have Copyright legislation that will bring this Dominion in line with the other British possessions in relation to the Imperial Copyright Act. The bill for the Canadian Copyright Act, was introduced into Parliament last month. This bill, by reason of the scope of the Imperial Copyright Act, and action in relation thereto taken by the U.S. under what is known as "the Taft Declaration," will provide protection for Canadian authors and composers, which they have not had hitherto. In the past many Canadian productions were pirated, especially in the U.S., Canadian producers losing heavily thereby, by reason of the royalties which would otherwise have accrued

There is an outstanding point of contention in regard to the "printing" clause of the new Act which provides that, to obtain copyright, all books must be printed in Canada.

The present method in force as regards a great proportion of the books sold in Canada is for the Canadian book firms controlling the sale for this country, to import complete editions bearing the name of the Canadian distributing firms in question as publishers. If the Act is passed as it stands, it will prohibit this practice. The Publishers' Section of the Toronto Board of Trade, representing most of the big book publishing houses of Canada, consider this an injustice to their interests and also to the authors. Representing this organization, Messrs. Frank Wise, head of the Macmillan Company of Canada, and S. B. Gundy, publisher, went to Ottawa and waited upon the special committee of the Senate with a view to having this "printing" clause eliminated. Another deputation which included Charles A. Port, of the Musson Book Co., and a deputation representing some of the larger printing concerns, pressed for the retention of this printing clause.

Additional representations have been made to Ottawa by many Canadian authors to the effect that the passing of the Act with the clause in question would detrimentally affect their interests.

Additional counter-representations are being made and the outcome is awaited with considerable trepidation by both sides.

Women to Get Out the Paper

Collingwood *Bulletin*.—The Janey Canuck Group of the Daughters of the Empire have entered actively and enthusiastically upon the work of editing and publishing an edition of the Saturday *News*. This will appear in June and will include not only the regular size, but a very much enlarged issue. Many pages will be added, these being divided between the announcements of the business firms and industrial concerns which are liberally and generously responding to the solicitations of the ladies and special articles specially prepared and contributed by writers well-known to the people of Collingwood. This week the ladies are devoting much time to the preliminary work and the response which has come to them is most encouraging. All approached recognize the good work of the Daughters of the Empire, hence the ready and free manner in which they are now coming to their assistance. The issue as previously stated is unique in Collingwood. Women of Collingwood have in the past occasionally ventured into the publishing business but never on a scale such as the Janey Canuck Group is now engaged in. A women's edition of a town newspaper is entirely new in Collingwood and those behind the move are determined that success shall be their reward. Needless to say they appreciate the manner in which their proposition is being received. In return they hope to give much in good works to the town and to our good and noble men.

Why Canadian Editors Went to the Front

John Bull is a Real Good Advertiser

PRINTER AND PUBLISHER asked Mr. Alf. E. Miller, Managing Editor of the London *Free Press*, for a statement showing what the trip of the Canadian editors to the British front has accomplished, having in mind the amount of criticism that had been levelled at the party on the grounds of expense, accommodation, etc., Mr. Miller's reply, which covers the case from a good angle, follows:

PRINTER AND PUBLISHER having asked for a defense of the newspaper party who went overseas last summer on the invitation of the British Government, I am reluctantly inclined to comply. Not however because it seems to me there can be any reasonable need for defense. Moreover, I am not sure that there has been criticism. Some editors who remained in the safety of their own sanctums did publish disagreeable references, but these necessarily reflected mostly upon themselves; what they had to say lacked the semblance of disinterest. Others were positively humorous at the expense of the editors, which was their right and privilege.

There exists no need for defense, because, at most, the members of the overseas newspaper party did nothing more serious than to accept an unsolicited invitation from the British Government. To have refused except for sufficient reason would have been discourteous. To have said: No, we cannot accept your hospitality because you have not enough food for your own table, or you have not enough gasoline for your own business or you cannot afford it, would have been to question the good sense of a gracious host.

Besides, John Bull is no fool. Some critics have mentioned this matter of food, of cost to the British taxpayer, of consumption of gasoline. As a salesman the British merchant has long been in a class by himself. He is the great middleman of the earth. As a diplomat he has no equal. The German propagandists were pigmies beside the Britisher. This question of the food that might be consumed by twenty-four newspapermen in a few weeks is hardly worthy of the intellects that guide our Canadian press. The simple fact is that twenty-four Canadian newspapermen gave up ten weeks of their own time, receiving the while their sustenance and transport! What for? That they might the better be able to advertise John Bull & Co. At so much per line? Not at all. Deadhead!

Let it be understood that I am not complaining. I believe the British war effort deserves to be known. It could not be known through British sources. The thing had to be done as it was done. That is, to be done successfully. The case was not different greatly from that of the Canadian railway corporation who a few years ago brought the editors of United States agricultural journals to Western Canada. I know of one instance where the editor and his wife and a special car placed at their disposal, for weeks, to be hauled about the West as they desired. No railway official imposed his presence on these travelers. They were as free and independent as if the editor owned the railroad—how vivid is my imagination that I could conceive of such a possibility! What happened? Well, that editor went back home with the very best possible idea of the opportunities that existed for settlers in the Canadian West. Naturally his wife was interested also. And as a direct consequence the editor had a lot to write about and to tell his readers. A wise old owl, that railroad company. Many, many times over did it reap what it had sown. The company contributed a railroad car for a few days or weeks, together with the board of two people, wines and cigars no doubt included. And it got in return advertising that was priceless, that simply could not be purchased.

John Bull was "a wise old owl" when he said to himself that it would be good business for the world to know that he was some little fighter when it came to war. People said that he was decadent; others that he was a crook. The Germans said he would fight as long as there remained a Canadian, an American, a Frenchman, an Australian, an Italian or anyone else to do the fighting for him. I sometimes think that John himself must have been surprised at the power in the effort that he put forth; at the smash there was when he landed on the Hun's jawbone. So he said to the editors of Canada, first of all, because he had to try out the thing—he said to them: "Come over and see for yourself." He was so supremely conscious of what he was doing that he knew no one could see and remain unconvinced. And he found the plan was so immensely worth while that he kept it up continuously until the war closed. When the bell sounded John was handling parties of newspapermen from the United States and elsewhere at the rate of fifty per month.

Since coming home I have given thirty-five addresses on the subject of what I saw of the British war effort. The people asked for it—the fault, if any, is their own. It cost them nothing but their time. I have written and published more than fifty stories in relation thereto. I am a convinced Britisher. I am hopeful of a few more years of useful work, and throughout my writing in the future there necessarily will be a strong sympathy with the British nation based upon personal knowledge of their worth. Modestly, I claim that I already have earned my food and transportation while a guest of the British Government. As for the food, I much preferred the fare of my own board. But even here I had opportunity to study and to realize the sacrifices through which these British people were passing in their own and in my behalf as one who valued British liberty. I refer in this way to my own case, because it is largely that of my confreres no matter where they came from.

There was another factor, not necessarily included in the British invitation. I was enabled to see not only the British effort, but the French effort and the United States effort, and last but not least the Canadian effort. I thought I knew something of these before I went to France. I know a very great deal more now. I shall always have a tender spot for glorious France. I shall never cease to love those of my own countrymen who went through that hell. I have no regret that I accepted John Bull's invitation. I do sincerely regret that every newspaperman in Canada—and more particularly those of the younger generation—had not the privilege that was mine, not for any benefit to them that this might have been, but because of the incalculable influence that they would as a consequence through their profession have exerted upon the future of Canada and the empire.

Plenty of Company in This.

Parry Sound, Ont., May 17, 1919

The Editor,
Printer and Publisher.

Sir: We note the communication from The *Packet*, of Minto, Manitoba, in your May issue, re the International Harvester readers sent out to the many newspapers in Canada, with the hope that, there may be a few of that multitude easy enough to consider it as "good copy." We are glad to note that some consider the matter of sufficent importance for publicity in your journal.

The excuse mailed to The *Packet* is the same in all particulars as that received by us, and shows beyond doubt that the number of refusals necessitated the typing of many of the little "pacifiers." If this will in any way assist in combating the free reader nuisance we would be pleased to have you use it as you see fit.

Yours truly
North Star Publishing Co., Ltd.

Programme For C. P. A. Gathering, June 5 and 6

Many Matters of Great Importance

ARRANGEMENTS for the 61st annual gathering of the C.P.A. on June 5 and 6 have been completed. Should strike conditions become worse in Toronto or other centres, some change may be made, but at time of going to press the programme stands as follows:—

ARRANGEMENT OF SESSIONS

THURSDAY, JUNE 5TH.

9.30 a.m. to 10.30 a.m.—General association meeting in Banquet Hall.

10.30 a.m. to 1.00 p.m.—Section meetings as follows (with consideration of proposed amendments to the by-laws as the first order of business):

Daily section in rooms 218-220.

Weekly section in Banquet Hall.

Trade and class paper section in room G.

2 p.m. to 5.00 p.m.—Special session of general association in Banquet Hall to consider proposed amendments to the by-laws, followed by sectional meetings if time will permit.

5.00 p.m.—Annual meeting of Ontario and Quebec division in Banquet Hall; meeting of resolutions committee in room G; meeting of nominating committee in rooms 218-220.

8.15 p.m.—General association meeting in Banquet Hall—"Editorial Night."

FRIDAY, JUNE 6TH.

9.00 a.m. to 10.00 a.m.—General association meeting in Banquet Hall—"Editorial Conference."

10.00 a.m. to 1.00 p.m.—Section meetings as follows:

Daily section in rooms 218-220.

Weekly section in Banquet Hall.

Trade and class paper section in room G.

2.00 p.m.—General association meeting in Banquet Hall.

PROGRAMME OF GENERAL ASSOCIATION MEETINGS

THURSDAY, JUNE 5TH—9.30 A.M. TO 10.30 A.M.

President's address, report of board of directors, report of treasurer, report of auditor, report of manager, report of regular paper committee, report of labor committee, report of advertising committee, report of postal and parliamentary committee, report of circulation committee, report of editorial committee, report of Anson McKim memorial fund committee, appointment of resolution and nominating committees.

THURSDAY, JUNE 5TH—2 P.M.

Special meeting of general association to consider proposed amendments to the by-laws.

THURSDAY, JUNE 5TH—8.15 P.M.—"EDITORIAL NIGHT."

Address: J. W. Dafoe, Manitoba *Free Press*, Winnipeg.

Presentation of Illuminated Address to Mr. John F. MacKay.

Address: F. M. Chapman, *Farmers' Magazine*, Toronto.

FRIDAY, JUNE 6TH—9 *a.m.*—"EDITORIAL CONFERENCE"

Address: "A Place in the Sun," by J. G. Elliott, chairman. "Women in Journalism," by Miss White, *Globe*, Toronto. "National Value of the Sport Page," by Francis Nelson, Toronto.

FRIDAY, JUNE 6TH—2 P.M.

Reports of sections.

Action on recommendations of sections (if any).

Action regarding recommendations in annual reports of standing committees:

(a) in report of labor committee.

(b) in report of advertising committee.

(c) in report of editorial committee.

Report of resolutions committee.

Report of nominating committee.

Election of officers and committees.

Appointment of auditor.

Appointment of representatives on Canadian National and Central Canada Exhibition Boards.

New business.

Introduction of president-elect.

Adjournment of meeting.

The new board of directors will meet in rooms 218-220 immediately after adjournment of the general association meeting on Friday afternoon.

WEEKLY SECTION PROGRAMME

Owing to uncertainty as to whether there will be time for a session of the daily section during the afternoon of Thursday, June 5th, also as to the time that will be required for the discussion of the proposed amendments to the by-laws, it has not seemed possible to indicate at which session the several items on the programme will be taken up except in the case of the proposed amendments to the by-laws and the conference with representatives of the Canadian Association of Advertising Agencies.

All sessions of the weekly section will be held in the Banquet Hall on the first floor—the room in which the general association meets.

ARRANGEMENT OF SESSIONS OF WEEKLY SECTION

THURSDAY, JUNE 5TH.

Morning Session: From 10.30 a.m. to 1 p.m., with consideration of proposed amendments to the by-laws as the first order of business after the chairman's address.

Afternoon Session: Immediately at the close of the special session of the general association called to consider the proposed amendments to the by-laws—provided that special meeting adjourns in time to permit of sectional meetings.

FRIDAY, JUNE 6TH.

Morning Session: From 10.00 a.m. to 1.00 p.m., with a conference with representatives of the Canadian Association of Advertising Agencies occupying the hour from 11 a.m. to 12.00 noon.

GENERAL PROGRAMME COVERING ALL SESSIONS

Chairman's address.

Consideration of proposed amendments to the by-laws. (This will be the first order of business following the chairman's address at the session commencing at 10.30 a.m. on Thursday, June 5th).

Discussion: Would it be in the interest of the weekly press to have an organization composed exclusively of weekly newspapers.

Report of special paper committee representing daily and weekly sections.

Election of officers.

Appointment of committee on resolutions.

Advertising Topics: Discussion led by Mr. Lorne Eedy, Walkerton *Telescope*.

Report of special committee on standard form of rate card and discussion of same.

Address: Promoting weekly newspaper advertising through co-operative efforts—Mr. M. Bergey, representative Selected Town Weeklies.

What other steps should be taken to promote weekly newspaper advertising.

Consideration of advertising committee's recommendation that each section should suggest a standard of practice for its members as to whether commission should be allowed on advertising of banks having local branches.

Discussion of point referred to weekly section by advertising committee as to whether publishers using patent insides should accept a contract from an advertising agency for Government advertising calling for payment being made to the publisher but for insertion of advertisements by the patent inside concern on the patent inside.

Are ready-print houses undermining the business of their publisher customers, by the advertising rates they are quoting?

Better service to advertisers in weekly newspapers and to advertising agencies.

Which weekly newspaper publishers have tried out "Dollar Day" and with what results?

Are not the various Government departments expecting too much free space from newspapers and if so what should be done to check that tendency?

Conference with committee representing the Canadian Association of Advertising Agencies. (The hour from 11 a.m. to 12.00 noon on Friday, June 6th, is reserved for this conference).

Job Work, Office Management and Mechanical Topics: Discussion led by Mr. W. A. Fry, Dunnville *Chronicle*.

What means are members using to meet the present labor situation?

What is the most serviceable type setting machine for a weekly newspaper office?

Securing local co-operation and confidence.

To what extent are district press associations improving local conditions?

What are the best sytsems of records for circulation, advertising and job work?

What is the average cost of hand and machine composition, job presses and cylinder presses in the various offices and what means are used to ascertain actual cost?

General Topics: What members favor a general exchange among all newspapers represented in the membership in the same week once a year?

How many members bind their files yearly?

Do circulation contests pay?

What is the best way to get circulation for a town weekly?

What local features have newspapers played up with good results?

How many members have recently adopted the paid in advance basis and with what results?

What are the best ways to organize and retain a good staff of country correspondents?

Reports of resolutions committee.

Adoption of report of weekly section to general association.

It is particularly requested that every member will come prepared to take part in the discussions. Messrs. Eedy and Fry will merely introduce and lead the discussions on advertising and on job work, office management and mechanical topics respectively. Every member is expected to do his part towards making those discussions interesting and profitable.

DAILY SECTION PROGRAMME

Owing to uncertainty as to whether there will be time for a session of the daily section during the afternoon of Thursday, June 5th, also as to the time that will be required for the discussion of the proposed amendments to the by-laws, it has not seemed possible to indicate at which session the several items on the programme will be taken up except in the case of the proposed amendments to the by-laws and the conference with representatives of the Canadian Association of Advertising Agencies.

All sessions of the daily section will be held in the "Royal Suite,"—rooms 218-220—on the same floor as the banquet hall in which the general association meets.

ARRANGEMENTS OF SESSIONS OF DAILY SECTION

THURSDAY, JUNE 5TH.

Morning Session: From 10.30 a.m. to 1 p.m., with consideration of proposed amendments to the by-laws as the first order of business after the chairman's address.

Afternoon Session: Immediately at the close of the special session of the general association called to consider the proposed amendments to the by-laws—provided that special meeting adjourns in time to permit of sectional meetings.

FRIDAY, JUNE 6TH.

Morning Session: From 10.00 a.m. to 1 p.m., with a conference with representatives of the Canadian Association of Advertising Agencies as the first order of business and occupying the hour from 10.00 a.m. to 11.00 a.m.

(As the same representatives of the Canadian Association of Advertising Agencies are scheduled to have a conference with the weekly section commending at 11.00 a.m. it is most desirable that all members of the daily section should be present promptly at 10.00 o'clock so that the meeting may commence on time.)

GENERAL PROGRAMME COVERING ALL SESSIONS

Chairman's address.

Consideration of proposed amendments to the by-laws.

Election of officers.

Report of committee on promotion of daily newspaper advertising—submitted by Mr. W. B. Preston, Brantford *Expositor*, chairman of the committee; discussion introduced by Mr. Preston and Mr. H. B. Muir, London *Free Press*, vice-chairman of the committee.

Conference with committee representing the Canadian Association of Advertising Agencies. (The hour from 10 a.m. to 11 a.m. on Friday, June 6th, is reserved for this conference.)

Consideration of advertising committee's recommendation re equalizing of commission to Canadian advertising agents and United States advertising agents.

Consideration of advertising committee's recommendation that each section should suggest a standard of practice for its members as to whether commission should be allowed on advertising of banks having local branches.

Consideration of reports referred by the general association to the sections.

Report of the special news print paper committee submitted by Mr. P. D. Ross, Ottawa *Journal*, chairman of the committee.

Discussion: Have newspaper costs reached their maximum?

Discussion: Are recently amalgamated newspapers giving better service to advertisers and subscribers than the individual newspapers which formerly competed with each other? Are amalgamations in cities with a population of say under 25,000 likely to result in the city remaining a one newspaper city?

Discussion: Would it be feasible and advisable to establish a standard system of cost finding in Canadian daily newspaper offices and a system of exchanging monthly, through the central office, information as to the unit costs of various departments in each office?

Discussion: Of labor topics suggested by the labor committee: How can the supply of printers be increased? How can we make the apprenticeship system more effective? What offices have had strikes during the war and for what reason?

What offices gave war bonuses to their employees and in how many cases have such bonuses been discontinued?

How can the work of the labor committee be made more useful to the members of the association?

Should Canadian publishers desiring the protection of arbitration agreements underwritten by the International Unions join the A.N.P.A., or should they continue the agitation for a Canadian arbitration tribunal?

Which offices shared their profits with their employees, and with what results?

Approval of report of section to the general association.

TRADE CLASS PAPER SECTION

Sessions of the trade and class paper section will be held in room G of King Edward Hotel.

THURSDAY, JUNE 5TH.

10.30 a.m.—Consideration of proposed amendments to association's by-laws.

Consideration of advertising committee's report.

Consideration of other matters, if any, referred from association's general meetings.

12 noon—Election of section's officers and executive committee.

FRIDAY, JUNE 6TH.

10 a.m.—Presentation and consideration of paper committee's report.

Consideration of postal regulations.

Consideration of section's report to association.

Topical discussion "Unfair circulation methods."

Topical discussion "Necessity of increases in subscription and advertising rates."

Topical discussion, "The engravers combine."

Other topical discussions.

12 noon—Conference with representatives of Canadian association of advertising agents.

A Fool Printer and a Shoe String

Orangeville *Sun*:—In the seventies and eighties there was a perfect mania for starting newspapers. All it required to establish a great family journal was a fool printer and a shoe-string. Ministers of the gospel, hedged in by two-by-four pulpits, heard the call of the editorial siren and blossomed forth as editors. Disappointed at the financial recompense and chagrined at the patent fact that their highly moral editorials failed to pry over the world, they soon returned to their pulpits, sadder, wiser, more experienced and better preachers. Swarms of school-teachers, weary of wasting their time teaching little codgers how to shoot straight, caught the bug and became editors. They, too, soon saw the folly of it all and answered the next ad.—"Teachers Wanted." But perhaps the worst pest of all was the disgruntled politician. Being disappointed at not landing the party nomination or getting a fat job, he at once kicked over the traces, located some fool printer, whacked up $50 and a newspaper appeared on the scene. Most of these papers have long since gone to the journalistic cemetery.

New Rates Proposed for C. P. A.

The Press Association this year will have to consider, no matter what steps it takes toward reorganization, an increase in the fees of members. In a general way it looks as though there would be a boost of from 25 to 30 per cent. The Board of Directors make it quite apparent that the increases proposed are simply to provide for a service similar to that rendered at present, and to keep up with costs that have been mounting rapidly of late.

The new rates (proposed) as compared with the old ones are as follows:—

Daily Newspapers

	Present Schedule	Proposed Schedule
Circulation over 60,000	$150.00	$180.00
Circulation from 45,000 to 60,000	120.00	150.00
Circulation from 30,000 to 45,000	100.00	132.00
Circulation from 20,000 to 30,000	90.00	120.00
Circulation from 15,000 to 20,000	80.00	108.00
Circulation from 10,000 to 15,000	70.00	90.00
Circulation from 5,000 to 10,000	60.00	78.00
Circulation from 3,000 to 5,000	50.00	66.00
Circulation from 2,500 to 3,000	45.00	60.00
Circulation from 2,000 to 2,500	40.00	54.00
Circulation from 1,500 to 2,000	35.00	48.00
Circulation from 1,000 to 1,500	30.00	42.00
Circulation under 1,000	25.00	36.00
Additional members from any class of newspapers	3.00	3.00

Rural Weekly Newspapers

Circulation over 3,500	$20.00	$24.00
Circulation from 2,500 to 3,500	18.00	24.00
Circulation from 2,000 to 2,500	16.00	24.00
Circulation from 1,500 to 2,000	14.00	21.00
Circulation from 1,000 to 1,500	12.00	18.00
Circulation from 750 to 1,000	10.00	15.00
Circulation under 750	8.00	12.00
Additional members from any class of rural weekly newspapers	3.00	3.00

Trade and Class Publications

Trade Newspapers—For the first publication	$20.00	$30.00
For each additional publication	5.00	15.00
Religious Papers—For the first publication	25.00	35.00
For each additional publication	5.00	17.50
Class Publications—		
Circulation over 100,000	$100.00	$150.00
Circulation from 75,000 to 100,000	90.00	120.00
Circulation from 50,000 to 75,000	75.00	100.00
Circulation from 30,000 to 50,000	60.00	80.00
Circulation from 15,000 to 30,000	40.00	55.00
Circulation from 5,000 to 15,000	30.000	45.00
Circulation from 2,500 to 5,000	25.00	40.00
Circulation from 1,500 to 2,500	20.00	35.00
Circulation under 1,500	15.00	30.00
Additional members from any class of trade and class publication	3.00	3.00

Canadian Press Did Fast Work

The Canadian Press was able to give its clients a particularly efficient service in connection with the publishing of the peace terms. The organization has found out in the past that when any event of importance broke the news, if it were to come from Government sources at all, had to be secured from Washington, and in this way Canadian publications were placed under a handicap, for which there was no justification, as the same information could be secured from Ottawa if there were the disposition to give it out.

The news concerning the armistice was the last example of this. It came from Washington, and it was some time after its release that it got on the wires for the Canadian papers.

When it was intimated that the peace terms were coming through the officials of the Canadian Press got busy, and took the matter up with Ottawa. Finally it came under the direction of Mr. Nicolls, director of Public Information, and after some negotiations it was decided that the matter should be given to the Canadian Press wire as soon as it arrived, provided that the usual "hold" notices were sent along with it until it could be officially released. It was anticipated that the matter would be sent from Ottawa, and provision was made to have a good staff on hand there to handle it.

When the day arrived for the material to come, the office in Toronto was delighted to find that at 9.45 in the morning the first of the material was coming along on its wires from Ottawa, the matter being given out as soon as it reached Ottawa for the Acting-Premier. The usual ceremony of holding up the document until official eyes had given it the "once over" was done away with on this occasion.

As soon as the material reached the head office in Toronto it was at once sent out to the papers on the list, and at 1 o'clock along came the much-wanted "release" order from Ottawa. The papers that went to press in the afternoon around three were able to carry about six thousand words, although it was about four or five in the afternoon before it was all in. The gist of the story, however, was in the first few thousand words.

At one o'clock the New York office of the Canadian Press called Toronto and intimated that peace terms were ready to be put on the wire, but the message was stopped, as the material that started to come from New York then had come through the Toronto office about ten o'clock in the morning, or three hours earlier.

Uses Acetylene on Lino Pot

The *Plaindealer* of Souris, Man., reports that it is using, with success, an acetylene burner on its linotype. It had not been getting good results from gasoline. The paper says: To the best of our knowledge there never was a linotype pot heated by acetylene gas until that of the *Plaindealer*. Experiments were carried on by Mr. Brindle in the office, mostly at night, until about four weeks ago, when a combination of burners gave the desired result. What has since developed, to our surprise, is that the cost of operation is much less than for gasoline (we were prepared to pay more) in fact so much less that Mr. Brindle is of the opinion that the meter must be incorrect.

Good Words for Technical School

The following letter has been received by W. J. Keyes, who has charge of the printing department at the Kelvin Technical High School, Winnipeg. Samples referred to in this letter are the work of his pupils. The letter speaks for itself:—

INTERNATIONAL ASSOCIATION OF TEACHERS OF PRINTING

For the Promotion of Printing Instruction
Office of the President
444 West 57th St., New York.

Mr. W. J. Keyes, Kelvin Technical H.S.,
Winnipeg, Canada.

Dear Mr. Keyes:

I wish to compliment you on the wonderful work you are doing. I received the samples, they are the finest received from any school. I thank you for them.

Cordially,
JOSEPH A. DONNELLY, President.

An Eight-Hour Day for The Star's Reporters

Plan Works To Satisfaction Of All

THE Toronto Daily *Star* has been for some time operating an eight hour day for reporters. We may be mistaken, but we believe it to be the first case where it is being done in the country. The matter was taken up with the management by a committee from the local staff of the paper, and after a short discussion it was decided that the proposal was reasonable and workable. Experience has shown this to be the case, and the eight hour plan has been in operation for some months now. The keeping of time is largely a matter of honor on the part of the men, and no abuses of this are recorded. The following notice governing the schedule of working hours for the *Star* reportorial staff is posted in the local room:

NOTE—The following schedule was suggested at a conference between the Daily *Star* management and the committee of the staff on Friday, January 10th, 1919. It was ratified by the staff and accepted by the management on Thursday, January 16th, when it became immediately operative.

1.—The eight hour day principle to be recognized and adhered to under all conditions, except emergencies. (The term "emergencies" shall be construed as including dominion, provincial and civic elections, serious accidents, great disasters or calamities, or out of town assignments.)

2.—To carry out the foregoing provision, the staff is to be divided into two shifts, one coming at 7.30 a. m. (7 a. m. on Saturdays) and remaining on duty until 4 p. m.; the other coming on duty at 9 a. m. and remaining until 5.30 p. m. This permits of half an hour for lunch.

3.—Where certain assignments involve late afternoon meetings, it is suggested that reporters covering such shall report for duty at 10 a. m. (in time to cover morning work.) Copy on such meetings to be left in office same evening.

4.—Where men cover night assignments which mean that they work until midnight or later, they are to report for duty next morning at 10, and are to be allowed the following afternoon off, thus providing for an average of eight hours work for each of the two days.

5.—Men on Sunday assignments are to be allowed half day in compensation.

6.—Men are to allowed regular afternoon off every week.

7.—Reporters required to work on Sporting Extra and Star Weekly on Saturdays shall report for duty at 10 a. m. (Saturday list to be posted up on Friday.)

8.—During the months of June, July and August, when when the staff is on holidays, this schedule is subject to modification.

9.—When men are unable for any reason to report for duty at their regular hour, it is an imperative rule that they are to see that the city editor is notified before that time.

Signed: J. E. Atkinson, president; J. R. Bone, managing editor; H. C. Hindmarsh, city editor; W. F. Wiggins, W. H. Beales, A. P. Gow.

Preachers And Reporters

The Thorold *Post*.—The Brantford *Expositor* discusses the relations between the pulpit and the press, suggested by a remark by a local clergyman that the average reporter is unable to give a proper report of an average sermon, or something to that effect, which probably meant that his sermons had not received the space that he himself deemed them worthy of. The *Expositor* draws attention to the advantages the minister has over the reporter, inasmuch as he has a desk, notes, plenty of time, an attentive and sympathetic audience, etc.; while the reporter has only his knee for a desk, and many other things to work against. The paper might have spoken of frequent disturbances, and perhaps a preacher who talks overfast, or doubles on himself, or has a poor articulation; or some one of the many other small things which bother a reporter when he is trying to get an intelligent but necessarily condensed report of what is being said. Then likely enough just as the climax is reached someone starts a coughing spell, and kills the key-word or sentence of the whole discourse. Such trifling things occur, and have to be dealt with in the reporter's life. Which reminds of an incident which the writer met at a meeting of editors at Toronto a few years ago. Dr. J. A. MacDonald, then the editor-in-chief of the *Globe*, was addressing the meeting, when at one point a saucy editor, not liking all that was being said, asked: "What does the average minister know about running a newspaper?" Quick as a flash came the answer: "As much as the average editor knows about theology."

The Prevention of Errors

With every proof which is sent to a customer for reading, the The Benjamin F. Emery Company, of Philadelphia, attaches a small printed slip, reading as follows:

The enclosed proof is sent for your approval. We will not print the job until the proof is returned, unless we receive your special orders to do so. Neither the paper nor the printing of the proof is a sample of the work as it will actually appear when your order is completed.

Alterations (other than typographical errors) will be charged extra.

1.—Read the proof carefully, especially for names, addresses and technical words, and mark all corrections legibly on the margins.

2.—Return the original copy with the proof, otherwise we cannot hold ourselves responsible for typographical errors, except such as are marked on the returned proof.

3.—Mark "O.K." or "O.K. with corrections," as the case may be, on the proof, signing your name so that we may know that the proof has reached the proper authority.

An observance of these few suggestions will prevent most of the typographical errors which sometimes occur in printing.

All master printers should follow a system of this character, as many business men do not seem to understand the practical purposes of a proof-sheet.

"Welcome Home" Number

Bright, breezy and original describes a "Welcome Home" edition of the Halifax *Evening Mail*, appearing on May 16. It is of 28 pages and deals with the home-coming of the 25th Battalion, distinctly a Halifax organization. Profusely illustrated, the paper goes extensively into the history of the men connected with the regiment, recording many thrilling incidents. An offer is also made to provide copies of the paper free to any member of the 25th desiring them.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

Vol. 28 PRINTED AT TORONTO, JUNE, 1919 No. 6

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What Will Happen to the C.P.A.?

THE Canadian Press Association has some big business ahead of it at this year's session if the advance notices count for anything. The big business is the building up of class organization, and the move is being fostered by the larger dailies.

Some sort of reorganization is necessary, but the right kind should come only after some pretty careful thinking, and it is a question if there is sufficient time at the disposal of those who attend the sessions here to solve the problem.

The Canadian Press Association is not primarily a daily paper organization. In fact it was carried on for a long time by the weekly press, after which it was joined by some of the trade and class papers. It is recognized as an association of some weight, and its counsels are sought quite often by the Government when there is a project of national importance under consideration.

That the identity and strength of the Canadian Press Association should be retained is of greater importance that there should be built up separate organizations within it to meet the needs of the sections. There is no good reason why both of these objects should not be accomplished, but there is every reason why preference should be given to maintaining the association intact as the first consideration.

The classes making the greatest demands on the services of the Association are the Daily and the Weekly. The daily papers want service in several ways, and they find that they are compromised to some extent at present. They want more service in regard to campaigning for advertising. They want more machinery to deal with the labor situation, which is becoming a perplexing problem, and there are lines of labor they have to deal with that are not employed in many of the weekly offices. No doubt a service that would fight their newsprint battles exclusively would be acceptable, and they also feel the need of efficiency work and the application of sound and sane cost methods to their various departments. There can be no question of the room for operations.

The weekly section has a field that is just as well defined. Service here is needed in showing the national advertiser the value of the weekly paper, in educating the weekly members as to the proper way to deal with the national advertisers and the agencies. The county associations have done a great work for many of the weeklies, but that work is only started, and auspices are needed for looking after it and keeping it going. Weekly publishers are at the point where, in many cases, they realize that they need to make a thorough study of cost finding. There are papers in many of the smaller centres that owe their success to the fact that they have studied the cost business until they have placed their business on a sound basis. They are getting away from a hand-to-mouth existence as a result, and they are anxious to go on and get more service along these lines.

When the matter comes up in the annual meeting great care should be taken to see that the C.P.A. as a unit is not molested. It has taken years to build it up, and it stands for something. A little too much tinkering might easily result in undermining the Association or making it of such little use that it would take years to build up another organization that will begin to take its place.

Do Away With Closed Doors

THE Canadian Press Association, in its session this year, would do well to move out of the poor situation in which it has placed itself by reason of allowing a censorship to be placed on anything pertaining to what takes place at the meeting.

As matters stand at present the C.P.A., in its annual sessions, does business behind closed doors. It permits none of its members to report anything unless it shall bear the mark of approval of certain officials.

The press of the country has contended for the open-door policy in regard to municipal and industrial business for years. It has fought against those who seek to hush up everything for fear it will get into print. It has spent valuable time every day in the year trying to find out what went off in closed sessions and behind barred doors, and it has often made the wildest guesses simply because the information was not forthcoming.

Why, then, should the same papers, when they come together to attend to their own business, adopt the very tactics that they denounce all the rest of the year? The position is one that cannot be defended, and the clause—a mistaken one surely—should be assassinated immediately.

Proper Balance of Advertising

THERE have been several letters in reference to the proper balance of advertising and reading matter in PRINTER AND PUBLISHER during recent months. It is worthy of note in this connection that in a recent Saturday edition of the Toronto "Evening Telegram" there were 256 columns in all, a 32-page paper. Of this amount of space there were 44 columns of reading matter, including show notices, and 212 columns of advertising. This is, roughly, at the rate of 5 to 1. If a weekly paper printing an eight-page, seven-column paper adopted this standard, the publisher would run about 11 columns of news, while for the chap who only prints four pages at home it would mean about 5½ columns of reading.

The Papers and the Post Office

IN the last issue of PRINTER AND PUBLISHER, Mr. Moffa, postmaster at Pembroke, took the newspapers to task for getting too much out of the postal system for the amount they paid. His point was that the postmasters were underpaid and the amount of work they did in handling newspapers was largely responsible for this condition.

Mr. Moffat does not get at the root of the trouble in the Postal Service—its general management.

Mr. Moffat merely repeats what has so frequently been said by the Deputy Postmaster-General. He blames the newspapers, particularly the Business newspapers, for the failure of the Government to properly reward the postal employees and local P.Ms. for their services. He falls back on this to cover his own failure to manage the whole system efficiently and economically. Dr. Coulter was a village physician who had no business or postal experience whatever, who was unjustly rewarded for political services by Sir Wm. Mulock, his local M.P., by being appointed, over the heads of the capable men with long experience, to the general managership of the whole Postal Service of Canada.

The first step towards better conditions and pay is the removal of the inefficient general manager of the system. Next the promotion to the place of the man in the service who has the experience and has shown the capacity to handle the big problems.

Such a man would investigate, with the aid of experts in costs, transport and management, the whole situation. and having got these, make his recommendations as to reorganization and fair rates for the different classes of mail.

The members of the Canadian Press Association are almost unanimously in favor of a regulation which would prevent any newspaper selling at less than the cost of the white paper, or that sells at lower prices outside than at the city publishing centre.

Mr. Moffat repeats the argument of Dr. Coulter that lower postage rates are a subsidy to the publisher. They may be a subsidy to the subscriber. The publisher does not put them into his own or his advertiser's pocket. If postal rates be increased the amount would simply be added to the selling price of the papers. An investigation which took place in Great Britain some years ago showed that the trade papers and magazines created a large amount of letter correspondence, answering advertisements, which was so profitable that the experts figured it paid to carry this class of paper at low rates.

Glad to See Mr. Phillips

IN a recent issue of the Bolton *Enterprise* the following appeared:

Mr. J. W. Phillips of Caledon East paid his semi-annual business trip to Bolton last week. Mr. Phillips has been our correspondent and representative at Caledon East for twenty years. During that long period Mr. Phillips has been most diligent in looking after our interests in Caledon East and district, and we are sure his ability to provide such an interesting weekly news letter has been appreciated by our subscribers. Only on two or three occasions during the twenty years has the *Enterprise* appeared without Mr. Phillips' news budget, and then through no fault of his. Mr. Phillips' record in this is, we believe, unique. The publisher of the *Enterprise* wishes to publicly congratulate Mr. Phillips on the satisfactory manner in which he has conducted our business and to place on record our appreciation of his long and faithful service in our behalf. Here's hoping Mr. Phillips will continue on the job for another twenty years.

Mr. Phillips of Caledon East is just such a man as many a weekly editor would be pleased to rise up and call blessed. Alas that his crop is not more numerous!

The good rural correspondent is a hard man to secure. Most newspapers can divide their correspondents into three classes, and the best that can be said for the large majority of them is that they are fair. Then comes the class that gets the froth of the community, heavy on teas and small talk, and lastly, the good, reliable correspondent, who knows his district, who is well enough informed to discuss the affairs of the county and the township, of his own village and the large news of the district. If you have such a man on your list, see to it that you keep him.

Do you work WITH your correspondents? There is a vast difference between WORKING your correspondents and working WITH them. Do you ever send them suggestions, asking a dozen or twenty of them to discuss briefly some live topic that they should have considerable information about? Ever ask them for crop reports? Ever ask them to interview a couple of good farmers in their district on the live stock situation, on the labor supply, or on any of a dozen different topics that come up from time to time? There is a great field to work in here, and the way the correspondents will respond will surprise you.

Try and handpick your correspondents. Then do not leave them to sink or swim. One of the best rural correspondents that PRINTER AND PUBLISHER ever heard of was a cobbler in an Ontario village. He was a well-informed man. He knew his end of the country, he knew his village and all that was going on, and he had sane ideas. He took a pride in his work, and there was never a line in his copy changed. There was not even the necessity of going over it, unless it might have been for the writing of a heading. But at the start that chap was hopeless. Fortunately he came in touch with an editor who had the good sense to train him even at long distance, and the paper has received the benefit of that training a hundredfold ever since.

It is easy to understand how the Bolton *Enterprise* regards its Mr. Phillips. He is one of a rare family, viz., the good rural correspondent.

After Many Years

Mr. C. Blackett Robinson, who started Orillia's first newspaper, the *Expositor*, writes as follows to the editor of the Beaverton *Express*: "Your neighbor, Mr. Geo. F. Bruce, forwarded to me last week $5, received from an anonymous correspondent in the Township of Mara 'for Christopher Robinson, the first printer in Beaverton,' said to be in payment of a debt of $2 contracted many years ago. Although not the first printer in Beaverton, I must plead guilty to being the party mentioned, though for the past forty years or more known as the undersigned. If you will kindly make room for this note, the anonymous correspondent will see that I have received his remittance, for which, even at this late date, he has my hearty thanks." Mr. Robinson, during the active years of his busy life, owned papers in Beaverton, Orillia, Lindsay, Whitby, and, if we mistake not, Uxbridge, as well as founding the *Presbyterian* and the *Week* in Toronto, and the *Presbyterian Review* at Ottawa. Should the wonderful revival of religion, which it has been predicted will follow the war, really come, newspaper proprietors in general may reap a rich harvest of conscience money.

Printers Sign an Agreement

By the slender margin of 23 votes the Toronto job printers decided to accept the offer of $32 a week and 48-hour week. Out of a total membership of about 1,300, only 599 voted, and the count showed 311 in favor of accepting the offer of the employers and 288 against. This does away with the possibility of a strike. The Job printers, however, will get the 44-hour week in 1921 through an agreement made by the Master Printers of America with the International Typographical Union, by which the shorter hours are to be granted on May 1 of that year. The meeting was held to decide whether the offer of an $8 a week increase, from $24 to $32, was to be accepted, with the working hours standing at the same level as before. In view of the fact that the 44-hour week will come automatically in two years, the printers in favor held that this should be accepted and no strike vote taken. There are about 300 newspaper typographical men in the union who are not affected by any decision, and it is probable that they did not vote, thus making the small total vote registered.

The British Columbia Division of The C. P. A.

W. J. Taylor Spoke of Duty of the Moment

Vancouver.—President J. W. Taylor, of the Canadian Press Association, came across the continent this week to address the members of the British Columbia division of the C. P. A. on problems confronting the newspapers of the Dominion. He was heard in an hour's address given before the divisional convention in the Hotel Vancouver.

Mr. Taylor told the gathering that the first duty of the press just now was to prepare itself for the education of the public in order that after-the-war situations might be properly and adequately met. The press could not educate the public until it had educated itself. Honest, intelligent, diligent and careful study should be given to these problems, for the press could only hope to carry conviction when it had proved its ability to deal with the matters it undertook to discuss. It must establish its right not only by its intelligence, but also by its honesty, he declared. So long as any section of the press was under suspicion of being the mouthpiece of any party, faction or class, so long would it speak with but diminished power. It would be obviously useless, therefore, for a press, which was itself "tied up," to appeal to the public to rise above party, class or faction in setting the new and grave problems of the day.

Duty of the Press

There was never, he added, such a time as the present for plain speaking. The press should, therefore, be courageous and deal with matters fearlessly. There was no use in scolding or ridiculing, and dogmatic statements would not do. An endeavor should be made to get to the root of each trouble, and, after reaching an understanding of the difficulty, to make it plain to the public. When evidence had been furnished of the honesty of purpose and of the independence of the press, what the papers then said would be received with due importance.

"The press must relieve itself of the suspicion that it is merely the mouthpiece of capitalism," continued the C. P. A. president. "The papers should stand by the working man when he is right. It is not merely enough to say that he is entitled to a living wage. If he is capable of earning more than that under fair conditions, then he should get more.

"Now that the war is over there is a disposition in some quarters to minimize the service rendered by the men who placed themselves between the enemy and ourselves. Against this feeling on the part of many people the press should use its strongest endeavors. One of the first problems of the day is the replacement of returned men in civil life with recognition of their services and sacrifices. We may not be able to do everything for them that is asked, but we should never permit the impression in the country that Canada is ungrateful or is unworthy of the sacrifices which were made for it.

Importance of Citizenship

"The question of capital and labor places a great responsibility upon the newspapers. There was never more need for an enlightened press, for there was never a time when so many influences were working to destroy the very foundations of civilization.

"Another duty of the press is to emphasize the importance of citizenship as being essential in the life of the nation. Loyal and enlightened citizenship is a necessary foundation of national greatness. To obtain this we must have good educational systems and systematic control of immigration. We should not invite foreigners faster than the country can assimilate them. With proper educational facilities conducted with the right spirit, much of the difficulty with the foreigners will eventually disappear. After all, of course, the schools but lay the foundation of education, for the newspapers are the real textbooks of the masses. The general public looks to the press for light and instruction.

"The first duty of the citizen is to think nationally. This is impressed on us now more than ever before. If the newspapers are to emphasize this view they must be able themselves to think nationally.

"A most important part of the work of reconstruction is the establishment of more friendly relations between the great civilized nations of the world, and here the press has tremendous influence, with corresponding responsibility. The press of Canada is in a position to render service of the utmost value in connection with the relations between the British Empire and the United States."

Mr. Taylor referred to his pleasure at visiting Vancouver again after a lapse of twenty years, commented on the resources of the city and province, and then in some detail took up internal problems of the newspapers.

Aiding the Nation

He urged increased co-operation, and gave valuable advice upon a number of questions which had been stumbling-blocks before the British Columbia publishers. Mr. Taylor presented figures showing the great value which the press had been in connection with the Victory Loan and other advertising campaigns. He emphasized the importance to all publishers of the parent association. In closing he predicted that increases in both circulation and advertising charges would probably have to come in many instances, if rising production costs were to be met.

The publishers went on record as being strongly opposed to the British Columbia Government printing an agricultural journal in opposition to existing weeklies and accepting advertising for it.

The British Columbia division members spent the entire day yesterday in going over a programme of informal addresses on subjects of particular interest to the fraternity. At noon the Vancouver publishers entertained the visitors at luncheon, and in the evening gave them an auto ride to points of interest.

Mr. F. J. Burd, Vancouver *Province*, was renominated as vice-president for British Columbia of the Canadian Press Association, and R. J. McDougall, Penticton *Herald*, was renominated British Columbia director, C. P. A.

Delegates present were: Messrs. F. E. Simpson, president, Kamloops *Standard-Sentinel;* L. J. Ball, Vernon *News;* N. H. Boden, Courtenay *Review-Argus;* J. W. Ellis, Merritt *Herald;* R. J. McDougall, secretary, Penticton *Herald;* E. S. Duncan, Kamloops *Telegram;* J. A. Bates; *Mission Record;* Hugh Savage, Cowichan *Leader*, Duncan; H. E. Moore, Salmon Arm *Observer*; W. A. Myers, Cranbrook *Herald;* H. W. Power, Kaslo *Kootenaian;* R. B. Hindmarch, Nanaimo *Herald;* T. S. Ruffell, Kelowna *Courier;* Walter Jordan, Revelstoke *Review;* P. J. Lawson, Fernie District *Ledger;* T. A. Love, Grand Forks *Gazette;* P. F. Colin, *British Columbia*, New Westminster; John Nelson and R. S. Somerville, Vancouver *World;* F. J. Burd, Vancouver *Province;* J. L. Tait, Victoria *Colonist;* R. J. Cromie, Victoria *Sun*, and Ben Hughes, a visitor from Cobalt, where he edits the *Miner*.

The Brantford *Expositor*, after having on three different occasions during the lifetime of the current agreement with the local Union, voluntarily increased the pay of its printers, has now adopted the policy of giving all its typos one week's holidays each year, with full pay. Employees in other departments have long been given a fortnightly holiday yearly with full pay, but, of course, are not paid for overtime, as the printers are.

The Printer and His Opportunity

United Typothetae of America Opens Campaign

By CHARLES L. ESTEY, U.T.A. Director

"WHAT is your business?" the writer of this article asked a man he met in a certain city. "Oh, Hell! I'm a printer!" was the answer. Like a flash, the man stood revealed for just what he was. It needed no superhuman wisdom to analyze him. He told in one mouthful precisely what kind of a fellow he was.

But he didn't realize what he was doing. He was n't trying to be "smart." He did n't intend to turn on the search-light so suddenly. Nevertheless——there he stood, with hand-dog look and shuffling, woe-begone attitude, confessing his classification in the business world.

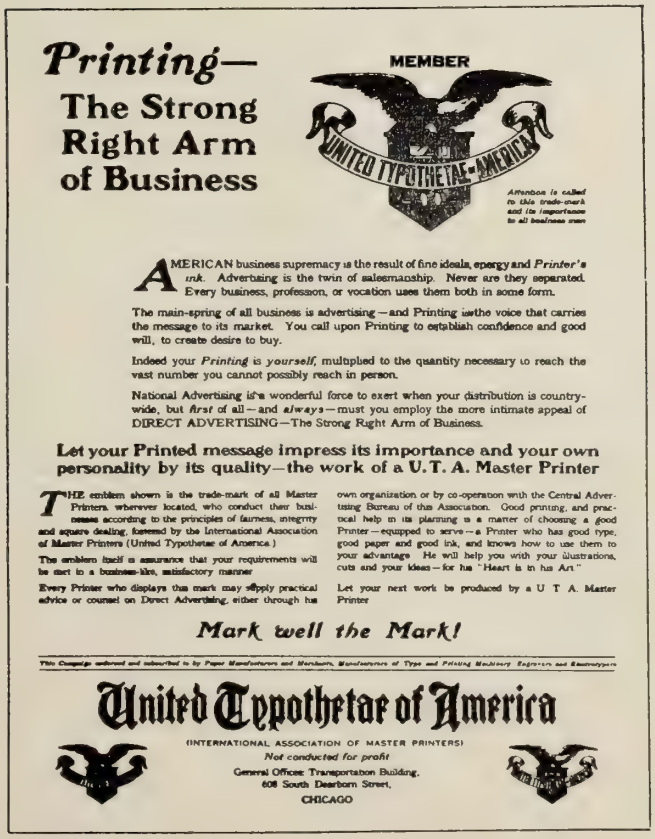
But he lied when he said he was a printer.

Perhaps he believed what he said, but you and I know that he uttered an untruth when he said that he was a printer.

He was the rankest kind of an imitation of a printer. His only right to the use of the name "printer" rested in the fact that he had possession of some type, a press of some sort, a little paper stock probably advanced on "time" by some eager jobbing concern, and enough ink to smirch his clothes and hands and make him look as he did when he dug his hands in his pockets and said, "Oh, Hell! I'm a printer!"

Picture the difference between this fellow and our old friend and guide, Ben Franklin, who delighted, at home and abroad, alive and dead, to be known as "BEN FRANKLIN, *Printer*."

Why was Ben Franklin —
Why is any real Printer —
Proud of the fact that he *is* a printer?
And why was this other fellow ashamed of it?
The answer is as plain as black on white.



Sample of page ads inserted in popular magazines by the United Typothetae.

Ben and the other "regular" printers were Business Men, while he—this other chap—was—well, what *was* he?

In the first place, when he made his confession he stood revealed as a man who had nothing to offer to customers but ink and type and paper. Positively nothing in the line of constructive *help* upon which he could realize worthwhile profit. No *ideas* for helping a customer to make two dollars grow where only one grew before. Simply a whining beggar, willing to take the crumbs that fall from the master's table; nosing around day after day for a job of printing at any price. Willing to under-cut the prices of good Printers. Unwilling to lift a finger to help the great Industry of Printing as a whole. Selfish, self-centered, a blot on the fame of the noble profession of PRINTING.

The pity of it is that the name of this fellow is Legion. His habitat is the World. His unholy presence is felt in every city and town. He may not always be easily identified, but, like a serpent, he glides around under cover, a thing to be hated and shunned.

He is a curse to the Industry—the one factor more than than any other that has brought the profession of Printing into disrepute here and there. His type (what a pity even to use the word "type" in referring to his kind!) can be eliminated only by education or by death. Unfortunately (because it is not at present a capital crime to slash printing prices), such men cannot be killed legally. Hence it would seem that only through Education, which is, of course, the better way, can the elimination be accomplished.

Who is going to tackle the heroic task of educating such men up to the point where they will see the error of their ways and then "Right about face, forward march!"

From this line on is this article read carefully. If you haven't liked what you have read above, forget it. But do not forget what follows.

If it fails to interest you, "there's a reason."

But regardless of that, you will do well to know what's in the wind. Moreover, is it not all "wind."

Let us start with this thought: "PRINTING IS THE ART PRESERVATIVE."

Next: "Without Printing there would be no science, no literature, no business, and no governments."

Next: "Printing is the Key to all other industries. It reaches into every activity of business life."

Next: "Printing is a necessity."

Next: "The Printing Business is therefore a legitimate business; a worthy business. There is no reason why it should not be as profitable as any other legitimate business."

Realizing these things, how can a man fail to be proud that he is a printer?

To continue: If the Printing Business is of such great importance, engaging the time and attention of thousands of Master Printers in the United States and Canada alone, would it not be wise for Master (or Proprietor) Printers to get together for the advancement of the Industry as a whole, and for the education of those Printers who do not see the great Opportunity which exists, but whose blindness can be relieved through proper unselfish treatment? All of which leads us directly to the United Typothetæ of America (the National Association of Master Printers), established more than thirty years ago, and to-day going and growing stronger than ever.

There seems to exist a misapprehension, even among some master printers, as to the "why" of the United Typothetæ of America. Some seem to think that it is an organization formed and operated to "fight labor."

Nothing could be farther from the truth. Even the most casual reading of the Constitution and By-Laws of the or-

ganization will dispel this idea. The U.T.A. stands and works for the Betterment of the Printing and Allied Industries through Education, and adherence to certainly clearly defined and wise business principles.

It stands for every printer who doesn't "lie down."

It is not conducted for "profit."

It is not "run by a few high-brows who make the other fellows trail along and swallow anything they may prepare.

It is not a sectional organization.

As the national "voice" of the Printing Industry, it has accomplished and is accomplishing remarkable things. For example: By reason of what it has done already, the Printing Industry is the only industry in the world that has created and put into effect a course in Education for the benefit of the craft.

The U.T.A. seeks to instill in printers everywhere a belief in the dignity of the printing business, pride in their calling, and to point the way to greater success through the adoption of simple business rules for the guidance of its members.

It has sensed the truth that in addition to a good knowledge of the mechanics of the Art of Printing, printers need to study the Art of Printing at a Profit. To be "shown" how to *Know* instead of guessing at their costs. To be taught how to estimate correctly. To be awakened to a realization of what constitutes a fair profit. To be assisted in the development of their businesses by the right kind of advertising and selling Ideas to their customers instead of relying upon competitive jobs of mere printing for their income.

Through the recently established Advertising Bureau of the U.T.A. it is hoped that printers may be brought to understand and apply such simple truths as the following:

That buyers of printing are not especially interested in knowing about the mechanical equipment of a printshop. It makes little difference to them whether their printing is done (as one buyer said) "on a threshing machine or a press," so long as the printing is satisfactory.

That what buyers of printing most want and need and are *Hungry* for is constructive help in increasing their business.

That elaborate printing is not necessarily profitable advertising.

That the small printer can get as big prices for his work as the largest printer *If He Can Supply Good Advertising Ideas.*

That any printer who can supply good *Ideas* is welcome in any business office. Otherwise, otherwise.

That Ideas are not sold on the basis of *Price*, but of *Worthiness.*

That percentage of profit should not depend upon the volume of business handled.

That after all, there are but two classes of printers in the world. One has "*Something to Say.* The other "has to say something."

That before the printer has a chance to say to a customer "have you got anything for me to-day," the customer may be saying to himself, "I wonder if he's got anything *For Me* to-day?"

That the use of more Direct-by-Mail advertising means more printing at a profit, and that the printer can be the one to supply the Ideas for such advertising if he wants to make use of the assistance of the U.T.A. Advertising Bureau.

Having sensed the need of printers as outlined above, the U.T.A. has gone ahead and formulated a definite Programme for accomplishing these and other much-to-be-desired benefits, which programme is now being put into active operation as rapidly as is consistent with good business judgment and facilities.

The far-reaching influence for good comprehended by this programme, and its probable benefits to all concerned, are so apparent that many of the progressive spirits in the Allied Industries have become identified (in a financially and actively co-operative way) with the work.

"One for all and all for one" is the underlying principle of the United Typothetæ of America. Its programme of activities fits in perfectly with the great work of reconstruction which must now engage the attention and best efforts of every business man.

As a final thought this: Before much good can be accomplished in a collective way must there not be undertaken by every printer the greater work of Personal Reconstruction? Honest, searching, self-examination; desire followed by determination to become a better business man—an honor to his craft; unselfish, full-hearted co-operation in carrying forward the great work already well underway.

Such a decision will work a transformation in any man who, because he may not have *seen the Opportunity*, hitherto has sometimes felt like the man who said: "Oh, Hell, I'm a printer!"

Smallfield Sells His Paper

Brockville *Recorder and Times.*—What will the *Mercury* do without Smallfield? And on the other hand, what on earth will he do without it? This trying to chuck the newspaper business and stifle the "nose for news" looks easy, but it isn't. A man who once revelled in the unmuzzled distribution of printer's ink, who for years has mopped his brow on the office towel, cannot altogether break away, no matter how he tries. He will continue to detect a "story" in events of the most everyday character, and to him the making of copy is ever present. Mr. Smallfield came to Renfrew too long ago for the date to be told, and his father started a tiny paper up over a store, or rather "'way, 'way back," over a building belonging to the store. It was said at the time that the place was so rickety that accident policies contained a special clause, forbidding poliyholders, on pain of cancellation of their policies, from visiting the newsprint shop. But Smallfield and Son took all the chances and made good. The *Mercury* has forced and overcome many difficulties, and to-day is one of the very brightest and best weeklies in Canada. It must be a paying concern, too, else how could Smallfield have kept such an A1 staff all the time—and gad about himself, looking after the Press Association, "and everything." He did it, however, and for years has been the envy of many of us who dare not dress as he, lest the banker might become suspicious and even irritable. There has been talk of a journalistic chair being established in Toronto University. Jes' so, and why not put Smallfield in it, for he sure knows how to make a success of journalism.

No Compliment to the Press

Moose Jaw *Times*:—Riverhurst local for the Grain Growers' Association on reorganizing a few days ago for the 1919 campaign made a New Year resolution, which may appeal to other members throughout the Province. The Association is having erected a blackboard, four feet by eight feet, at the principal cross-roads, to be used by the farmers for anything they have to buy, sell or trade. Any notice ten days old to be erased.

As there are many Grain Growers throughout the various districts having stock and other things for disposal, this scheme should appeal to the membership; although it is very doubtful if such a system would be equal to the medium of the local paper.

There are few agencies in the rural districts which could be made better use of in this regard than the country newspapers. Much cheap ridicule is frequently expressed towards the rural weeklies, but it is doubtful if any form of literature more directly appeals to the rural residents, and as an effective medium of local exchange it is unexcelled, and since the Grain Growers' Association is more and more enlarging the co-operation of the rural weeklies, in bringing before the membership of the various locals the aims and objects of this Association, the duty as well as the advantage of supporting them in this manner is entirely obvious.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers

By H. A. Nicholson, Manager Printer and Publisher

"WE cannot get away from the fact that the compositor plays an important part in the effect a displayed advertisement has on the reader." These are the words of an instructor at the St. Bride Foundation Printing School, London, who goes on to say: "Those who have given close and expert attention to advertising lay great stress on the effect the general design of an advertisement has on the mind of the observer. While not in the least minimizing the importance of the words, these experts insist that the first impression—that subtle influence that either repels or attracts—rests in the design.

"Speaking from experience as a compositor of long standing, I venture to say that very few compositors, indeed, ever look at advertisement typography from the manufacturer's or salesman's standpoint. I must confess that for years and years I never realized this side of the question. I endeavored to make the work entrusted to me look attractive, and often produced advertisements that gave satisfaction simply by following recognized principles of good display; but it was a long time before the idea occurred to me that an advertisement is really salesmanship in print, and that the prospective customers of the advertiser may treat it as such.

"A shabbily-dressed salesman would look terribly out of place in a chic millinery store—in fact, he would not be tolerated—and yet how often the printed message of some such high-class concern is shabby and seedy-looking owing to the lack of taste shown by the printer in choice and arrangement of type.

"I have heard it said that the minute a compositor begins work on an advertisement, that minute he becomes a salesman, and his main idea should be to set an advertisement that will sell the goods. I entirely agree with this. Let us run over a few fundamentals as applied to the setting of advertisements.

"Here is the main point: A message is entrusted to the printer by the advertiser to put upon paper in printed form. Now, how is that message going to be delivered? Is it going to be uninterestingly droned out in dull monotone? Is it going to be over-displayed in such a way as to give the effect of a half-a-dozen men shouting at once, each clamoring to be heard; or is suitable appeal going to be put into the printed message by careful and intelligent display?

THE ADVERTISER'S POINT OF VIEW.

"This is really what affects the advertiser. He is the man who pays, the man who is so vitally affected by the results of such a printed message. He looks for profitable results, and unless he gets them he is in danger of insolvency. Understand, therefore, that the question of advertisement-setting should be a matter of deep concern to the compositor. To obtain good and profitable results, he must intelligently apply himself to the work, bringing to bear upon it his experience, in type harmony and type arrangement, coupled with some knowledge of the principles of advertising. Now, what are the essential points in a good advertisement?

"Firstly, the general design or appearance. Secondly, the selection of suitable type faces.

"The first impression—that subtle influence which either repels or attracts—is conveyed by the design or general appearance. This is true. It is necessary, therefore, that, first of all, a suitable design should be decided upon. For this purpose, one cannot say too much in favor of the preliminary sketch or layout. I believe that there are yet many printers in this advanced age who prefer to work by the old hit-or-miss methods. It is obvious that a man can work faster and better by having a clearly defined idea in his mind as to what he intends to accomplish. When a compositor commences a job without having a definite plan in his mind, it at once opens up an element of doubt as to the result. The question of typographical design, or layout, is not a passing fad. It is a fixed principle in many progressive printing offices.

SAVES TIME

"Do not run away with the idea that a layout is a laboriously constructed plan, taking time that should be consumed in the actual setting of the job. Far from that. The average layout contains not more than three or four roughly hand-lettered lines, with sections enclosed, in dotted or ruled lines, indicating the body matter. The result of such scientific work is head and shoulders above all rule-of-thumb or hit-or-miss methods.

"The choice of type is an important point. The type should, above all other considerations, be clear and easy to read. There is such a good selection of all shades of type faces now in use that this should not be a difficult matter in any decent office.

"Due consideration must be given to the value of white space. The type wants room for expression, room—if I may change the metaphor—to be heard. Just as a densely-packed and badly-arranged hall smothers the voice of a speaker, so also does close spacing smother the voice that speaks in the printed message from paper. Treat white space as the background against which the advertisement is to be placed. Display is simply contrast between various elements or groups that go to make up the advertisement.

"The question of contrast is the most important factor in typographical display. The Royal Liner Building, Liverpool, rising as it does from the low-lying river frontage, and surrounded by comparatively low dock warehouses and offices, seems gigantic—and by contrast with these lesser buildings it is; but placed in the city of London, or city of New York, surrounded and overlooked by buildings of the same size, or even larger, it would not be noticed. The building is just the same; it is simply a question of contrast. The same with type. A good heading in 36-point type will stand out prominently, and is relatively bold when surrounded by 12-point; but place it among a number of other lines of 36-point and it at once loses its effect.

"A safe plan to follow is to select a strong selling point for the headline and reduce all other items into subheads or body matter, and by careful arrangements of these various elements it should be an easy matter for any man of ordinary intelligence to set up an attention-compelling advertisement."

The foregoing observations are among the most instructive that have ever come to our notice. They are worth remembering. We have no hesitation in entirely endorsing them and believe they make a splendid introduction to this department.

RESET ADVERTISEMENTS

The advertisements we have selected for criticism this month are fair examples, in some cases, of good typography, but are not in keeping with the principles laid down in the foregoing excerpt. Consequently they are open to improvement, an end we have endeavored to obtain in our reset productions.

Advertisement No. 1.—You can very seldom point to a T. Eaton Co. advertisement and say it is a poor example of typography. This one is one of those which cannot be highly commended or flatly condemned. It is a fair-looking set, yet open to improvement. The reading matter has been too closely run together to promote easy reading and the rules underlining the display lines do not serve to improve the appearance. The rules give the ad. a cut-up effect, which is always a detriment to attractive display. Whether the cut would be better at the top or where it is now placed may be questioned. The reset ad. shows the cut at the top and shows other changes which alter the appearance for the better, we believe.

Advertisement No. 2.—Probably this ad. served its purpose, but picture the appearance of a newspaper carrying a number of ads. displayed after the fashion of this one. All display! No effort at orderly arrangement! Demands of the advertiser influenced the compositor no doubt, but still the display effects probably required by the advertiser might have been produced with a little more taste. The days of the circus style of typography in newspaper advertising are numbered even in guessing contests.

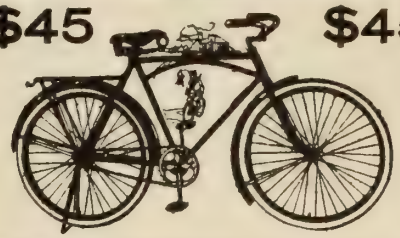
Advertisement No. 3.—This style of display takes us back to the olden days of typography when compositors paid more attention to fancy effects than an appreciation of the advertisement's purpose—to sell goods. Who is there that would take time to find their way among this maze of rule? Type effects of this class are out of date.

Advertisement No. 4.—The main heading of this advertisement is easy to read and is made attractive by the illustrations at the sides—it gives the set-up character and punch. The rest of the advertisement will obviously stand resetting.

This Bicycle is as Good as its Name

THE "SPEEDWELL"

$45 $45



The Speedwell is a bicycle that any man or boy can be proud to own.

Its construction is of the finest character throughout and it is put together with as much care as is given assembling a fine watch.

The Speedwell is the equal of any machine that is usually sold at $10 to $15 more

and the more you know about wheels the more your judgment will confirm this assertion.

The Speedwell has Many Special Features

It is of arch-truss construction
Carries the celebrated English Eadie Coaster Brake.
Has heavy steel mudguards with deep sides protecting rider from dust and mud
The large comfortable saddle makes riding a pleasure
The easy running roller chain, and rubber pedals do away with vibration
The Speedwell too is fitted with Dunlop Traction Tread Tires and Michelin Red Rubber Tubes, and is equipped with a leather tool bag, telescope frame pump, wrench and oil can

Thursday Bargain, $45.00.

Sporting Goods Section, Third Floor, Hargrave

THE T. EATON Co. LIMITED

Advertisement No. 1—Taken from Winnipeg "Free Press." See reset ad. for original size.

Pte. David Stewart

1420 Avenue F North

Wins the $40 Suit Free

The correct number of passengers carried on the Saskatoon Street Railway May 3rd was

15,812

Pte. David Stewart's Estimate Was 15,806

Are You Next?

Our contest is still going strong We are giving away a $40 Made to Measure Ladies' or Gents' Suit Free

EVERY WEEK

How Many Passengers Will the Saskatoon Street Railway Carry May 10?

All Estimates Must be in by Saturday, May 10th up till 10 p.m

EVERY $1.00 SPENT ENTITLES YOU TO A FREE GUESS TO WIN THE FREE SUIT

Our Ground Floor consists of Gents' Furnishings Our upstairs clothes shop consists of Semi-Ready and Made to Measure Clothing

Simply Walk Upstairs and Save $10

On a Suit, Raincoat or Top Coat and Win a $40 Suit Free

HOUSE OF MAX

264-266 Second Avenue Opposite Patricia

Advertisement No. 2—Taken from Saskatoon "Daily Star." See reset ad. for original size.

TRY

Swift's "Premium" Oleomargarine

Instead of Butter

SAVE FROM 20c TO 35c PER POUND

"PREMIUM" Oleomargarine Is Delicious — Wholesome — Nutritious and ECONOMICAL!

A Perfect Substitute

For Sale by All Grocers and Butchers

SWIFT CANADIAN COMPANY Limited

Canada Food Board License No. 13-82

Advertisement No. 3—Taken from Vancouver "Province." See reset ad. for original size.

STORE DELIVERIES 9.30 a.m. 2.30 p.m. 4.30 p.m. Special delivery at all times

Store opens 8.30, closes 6 p.m. Saturdays 10 p.m.

Phone 649

This is Millinery Sale Week

Each day it grows in interest to the ladies to whom have not as yet bought their new Hat or those who wish an extra one and then again it is of much benefit to the one who wants just something new, etc.

HAT SHAPES FOR FRIDAY WORTHY OF YOUR ATTENTION, 2 SPECIAL LINES

$1.95

All good shades, newest shapes, fine straws, regular to $5.00. Saturday . $1.95

$4.95

Every shade the heart could wish for is found in this assortment, the newest models, newest braids and straw shapes, and the season's most favored shades, regular to $8.50 Friday $4.95

59c 1 table Mounts, Feathers and wings, also many straw and silk Hat Trimmings, all beautiful shades, elegant for your old hat to freshen it up or for the new untrimmed shape, regular to $1.50. Friday on sale **59c**

$4.95

1 table trimmed Hats each has our usual style displaying all that's new in color scheme, latest shapes, and exclusive style which is always found in our millinery, regular to $10.00 Sale price $4.95

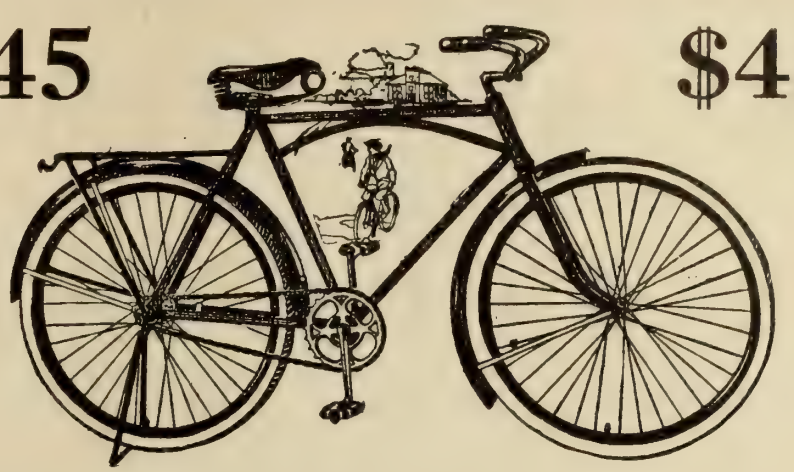
Don't miss our millinery sale Friday.

MAXWELL'S

A few Panama's left for Friday, regular to $4.50 for $1.69

Advertisement No. 4—Taken from St. Thomas "Times-Journal." See reset ad. for original size.

$45 $45



THE "SPEEDWELL"

This Bicycle is as Good as its Name

The Speedwell is a bicycle that any man or boy can be proud to own. Its construction is of the finest character throughout and it is put together with as much care as is given assembling a fine watch.

The Speedwell is the equal of any machine that is usually sold at $10 to $15 more and the more you know about wheels the more your judgement will confirm this assertion.

The SPEEDWELL has many Special Features

It is of arch-truss construction.

Carries the Celebrated English Coaster Brake.

Has heavy steel mudguards with deep sides, protecting rider from dust and mud.

The large comfortable saddle makes riding a pleasure.

The easy running roller chain, and rubber pedals do away with vibration.

The Speedwell too, is fitted with **Dunlop Traction Tread Tires** and **Michelin Red Rubber Tubes**, and is equipped with a leather tool bag, telescope frame pump, wrench and oil can.

Thursday Bargain, $45.00

Sporting Goods Section, Third Floor, Hargrave

The T. EATON CO., Limited

Reset Advertisement No. 1

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1420 Avenue F North

Wins $40.00 Suit Free

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15,812

Pte. David Stewart's Estimate was 15,806

ARE YOU NEXT? Our contest is still going strong. We are giving away a $40.00 Made-to-Measure Ladies' or Gents' Suit Free

EVERY WEEK

How Many Passengers will the Saskatoon Street Railway Carry May 10th?

All Estimates must be in by Saturday, May 10th, up till 10 p.m. Every $1.00 spent entitles you to a free guess to win the Free Suit. Our ground floor consists of Gent's Furnishings. Our upstairs clothes shop consists of Semi-Ready and Made-to-Measure Clothing.

Simply Walk Upstairs and Save $10.00

On a Suit, Raincoat or Top Coat and Win a $40.00 Suit Free.

HOUSE OF MAX

264-266 SECOND AVENUE, Opposite Patricia

Reset Advertisement No. 2

Try

Swift's "Premium" Oleomargarine

Instead of Butter

Save from 20c. to 35c. per pound

"PREMIUM" Oleomargarine is Delicious—Wholesome—Nutritious and ECONOMICAL. A Perfect Substitute.

For Sale by All Grocers and Butchers

Swift Canadian Company, Limited

Canada Food Board License No. 13-82

Reset Advertisement No. 3

STORE DELIVERIES
9.30 a.m., 2.30 p.m., 4.30 p.m. Special deliveries at all times.

PHONE 649

Store opens 8.30 a.m. closes 6 p.m. Saturdays 10 p.m.

This is Millinery Sale Week

Each day it grows in interest to the ladies who have not as yet bought their new hat, or to those who wish an extra one and then again it is of much benefit to the one who wants just something new, etc.

HAT shapes for Friday worthy of your attention, 2 special lines.

$1.95 All good shades, newest shapes, fine straws, regular to $5.00. Saturday **$1.95**

$4.95 Every shade the heart could wish for is found in this assortment, the newest models, newest braids and straw shapes, and the season's most favored shades, regular to $8.50. Friday **$4.95**

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1 table Mounts, Feathers and Wings, also many straw and silk Hat Trimmings, all beautiful shades, elegant for your old hat to freshen it up or for the new untrimmed shape, regular to $1.50. Friday, on sale **59c**

$4.95

1 table trimmed Hats, each has our usual style displaying all that's new in color scheme, latest shapes, and exclusive style which is always found in our millinery, regular to $10.00. Sale price **$4.95**

Don't miss our Millinery Sale Friday.

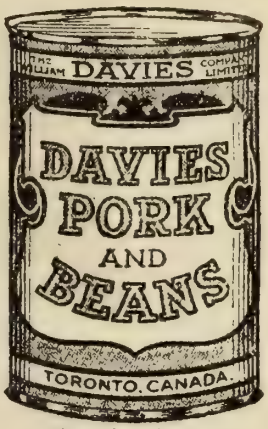
MAXWELL'S

A few Panamas left for Friday, regular to $4.50 for $1.69

Reset Advertisement No. 4

Treat yourself to this ready-prepared dish!

TAKE a can of Davies Pork and Beans from the pantry shelf, place in boiling water for fifteen minutes. Then turn out the contents. Serve with bread and butter—and luncheon's ready. There is absolutely no trouble about preparing



15 cts. for 16 oz. tin

Davies Pork and Beans

They come to you practically ready to serve. The hard work has all been done. The beans have been carefully hand picked and perfectly cooked with a tender piece of choice pork to give added flavor. If you prefer them plain we have them. If you like tomato sauce, you may have Davies Pork and Beans with tomato sauce.

Cooked this way Davies Pork and Beans are as wholesome as they are delicious. Every bean unbroken and mealy—a dish that everybody thoroughly enjoys.

Try Davies Pork and Beans for lunch tomorrow Compare them with any other brand you have ever bought. See if they are not as delicious as we claim.

When the children come home for lunch there's nothing nicer, nothing quicker, nothing more easily prepared. And how the hungry young folks love them! If friends drop in unexpectedly Davies Pork and Beans are always ready.

Keep a supply of Davies Pork and Beans always on hand—not just one can—get several. Always appetising, always welcome, always handy.

Order from your dealer.

The William Davies Company, Limited
Toronto and Montreal

Canada Food Board Packers' License Nos. 13-50 and 13-54

A Splendid Set-Up

The spacing, grouping and general lay-out of this advertisement form an excellent combination. The whole effect is worthy of the closest study by progressive students of typography. Notice the absence of rules. The compositor who set this ad evidently knows when and when not to use rules. There is but one brought into play.

Compositors on the whole have a mania for introducing rules into advertisements. Some printing offices prohibit their use for cut-off and under-lining purposes altogether, because of this. White space or panels are expected to serve the purpose of separating items in such offices. White space has been adopted entirely in the ad. above and the effect produced is very artistic. A glance at the leading newspapers of to-day gives evidence of a growing appreciation of white space in advertisement construction.

An Advertisement of Doubtful Value

This display pretty well illustrates our observations on confusing effects in our May issue. The artist's pen has run riot in the above advertisement.

It is difficult, indeed, to grasp what it is all about at first glance. After the artist got in his handiwork it was given to the compositor to finish. The compositor's work consisted of setting the text, displaying the price, and arranging the border. He followed the artist's lead in making the task of the reader difficult. The inner border encompassing the text could have been left off to advantage, and the text would have been easier to read in caps and lower case instead of all caps. The compositor, however, helped to save the ad. in one respect; this was by displaying the price.

The message within the circle has been almost obscured. Plain type, set in straight lines, would be much more legible then the hand-lettered effects adopted.

It is quite apparent that the advertisement was intended to attract trade of moderate means, nevertheless the "soft pedal" applied to the art work and more attention given to simplicity would have a better chance of the ad. fulfilling its purpose.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

Edwin R. Parkhurst, "the doyen of Canadian music and drama critics," as he has been aptly called by a contemporary, has gone on a holiday trip to England, and his friends of the *Globe*, who regard him with uncommon affection, gave him a pleasant send-off. Mr. Parkhurst has been a specialist of rare capacity, and he has been uncommonly assiduous to his duties, so that his present visit to the land of his birth is at least a well-earned holiday. He was born in England in 1848, but since 1870 has been a resident of Canada. Before leaving England he studied the violin and characteristics of the old Italian makers under the late George Hart, the famous violin dealer of London. This knowledge of the violin has ever been one of his cherished forms of recreation, and for many years his home was the scene of Saturday night gatherings of musical

E. R. PARKHURST

people, when an atmosphere of mild Bohemianism prevailed. Mr. Parkhurst's first work in Canada was as a shorthand writer in the Grand Trunk Railway offices at Montreal and Toronto, but in 1872 he became a reporter on the Toronto *Daily Mail*, and a year later was appointed a member of the parliamentary staff of the *Globe*, becoming soon afterwards city editor of that paper. In 1876 he returned to the *Mail* as musical and dramatic critic, which work he carried on with much distinction until 1898 when he returned to the *Globe* in a similar capacity, which he has continued up to the present. At different times he has also contributed musical criticisms to *Saturday Night*, and for some years past has been editor and publisher of *Musical Canada*, a monthly publication. Though the character of the drama has changed greatly in Mr. Parkhurst's lifetime, he has been a sympathetic interpreter of the prevailing moods of the stage. Doubtless, in his own mind, he would much prefer the sedate drama of Shakespeare, or the stately comic operas of Gilbert and Sullivan, to the light and flashy constructions of the present day, but no one can read in his criticisms a note of disappointment or bitterness at the changing customs of the time. He is ever fresh and sympathetic to new as well as to old, and judges productions by well-established standards in the light of newer styles. He has ever been a stern critic of the modern problem play and school of Ibsen and Maeterlinck, not because they are new, but because he regards their influence as injurious. His knowledge of music is vast, and he has devoted special attention to classical chamber music and the development of orchestral music from the Beethoven period. His knowledge of literature is also profound and his style of writing is simple, direct and of rare literary finish.

British Columbia

At the Vancouver Board of Trade council meeting a letter was read from J. B. Walker, director of the publicity and information bureau for the department of immigration. It stated that about 200 members of the National Editorial Association of the United States will reach Vancouver on August 6, and pass the next day here. The party is making a three-weeks' tour of the Western Provinces as guests of the department, in a specially equipped train.

The newspaper carriers' pie-eating championship of Vancouver will be settled soon. The *Province*, in collaboration with the *World* and *Sun*, has secured the Pantages Theatre for a festive gathering of the carriers of all three papers to begin at 12 o'clock, the big feature of which will be a pie-eating contest between three teams representing each group of carriers.

.. Each paper claims to have a team of large capacity and great speed lined up already. If a sufficient number are procurable the pies will be blueberry ones.

Alberta

Another former Calgary newspaper man, Pte. Archie Nelson, of the 13th Montreal Highlanders, returned to Calgary after an absence of four years. Pte. Nelson was connected with the circulation department of the old Calgary *News-Telegram*, and when but 16 years of age enlisted in the 66th battalion of Edmonton while it was in summer quarters at Sarcee camp. After a period of training, he proceeded overseas with his unit, and early in 1916 he was transferred to the 13th Highlanders of Montreal in France. Pte. Nelson has served for more than three years in France with his unit, and came through every engagement that he was in without a scratch. Some time after the armistice was signed, the battalion was sent back to Canada as a unit. "Scottie" Nelson is the only remaining member of the five lads who were employed in the circulation department of the *News-Telegram* who was fortunate enough to come through the war alive. Pte. B. Brigden was killed on the day the armistice was signed; Pte. L. Warren was killed by a bursting shell while driving a transport in France, and Pte. Cool was also killed in action while serving with the 49th battalion.

Manitoba

Army and Navy Veterans will trace to its source a paper called *The Socialist Bulletin*, published in Winnipeg and alleged by returned soldiers to be spreading Bolsheviki and "red" Socialists' propaganda. If the Veterans' investigation proves the paper to be dangerous, they will request the authorities to suppress the publication. A current copy of *The Socialist Bulletin* was at W. A. Shepard's office to-day. The date line read: "Winnipeg, April, 1919, published periodically." One article was headed: "The Coming Revolution." Another was about "The Revolution We Need." The Nort-West Mounted Police were scored in a paragraph which reads: "Is the establishment of a Royal North-West Mounted Police force in Canada the first instalment of the democracy we fought for? Or is it just a plain everyday transfer of Hun kultur and Kaiser-

ism?" "Highly dangerous," Mr. Shepard said. "We will trace this paper to the place where it is published and bring the owners of it to terms."

Speaking at the annual meeting of Manitoba division of the Canadian Press Association held in the St. Charles hotel at Winnipeg, W. J. Taylor, Woodstock, said that as long as the press of the country lay under the suspicion of being the mouthpiece of any party or faction or class, it would speak with diminished power and influence. The following officers were elected for the year—James L. Cowie, Carberry *News-Express*, was elected president in succession to Alex. Dunlop, Neepawa *Press*. Other officers elected were: Honorary president, J. W. Dafoe, Manitoba *Free Press;* first vice-president, J. H. Monteith, Killarney *Guide;* second vice-president, G. McMorran, Souris *Plaindealer;* secretary-treasurer, G. H. Saults, Winnipeg; executive committee, W. B. Ballantyne, Emerson *Journal;* C. A. McLaughton, Virden *Empire;* W. J. Rowe, Manitou *Canadian;* D. Cannon, Minnedosa *Tribune*, and J. M. George, Deloraine *Times*. A resolution was passed deploring the spread of Bolshevism and the members were asked to take steps to enlighten the people of the serious results of it. Resolutions on the peace situation and deprecating the holding of agricultural and school boards in private, were passed.

Saskatchewan

Tribune, Sask., has a local paper now, called the *Citizen*. It is being published by H. R. Griffin. He charges $1.50 a year. Transient advertisements, such as "Notice For Sale," "Tenders," "Wanted," "Lost," "Found," "Auction Sale," "Concert" and other Theatrical and Amusement Announcements, first insertion per inch 50c, each subsequent insertion 25c per inch. Government and legal advertising first insertion per line 15c, each additional insertion per line 12c. Births, marriages and death notices inserted for 50c; free to subscribers.

Ontario

The Desoronto *Post* has moved into new premises in the Naylor Block.

A. E. Colgan, of Highgate, has purchased an interest in the Dundalk *Herald*.

John Cooper, formerly of the *Globe*, has joined the city staff of the Toronto *World*.

The Teeswater *News* has been sold by Miss Fairbairn to Editor Wraith, of Lucknow.

A. G. Smith, of Lucknow, has bought the Wingham *Advance* from John Joynt, of Lucknow.

Mr. West, of the *Border Cities Star*, has accepted the position of managing editor of the Toronto *Times*.

J. G. Doherty of the editorial staff of the London *Free Press*, has resigned to accept a position as special writer for the Detroit *News*.

Purdom Love, of the reportorial staff of the London *Advertiser*, was married recently in Guelph, where he formerly attended the O.A.C.

"Bat" Minhinnick, for some time with the London *Advertiser*, and lately overseas, has accepted a post with the *Border Cities Star* at Windsor.

Ralph Dent, a 14-year-old apprentice at the *Sentinel-Review* office in Woodstock, died of spinal meningitis recently after an illness which lasted only 24 hours.

Ross McGuire, son of Wm. McGuire, former postmaster at Tillsonburg and publisher of the Tillsonburg *Liberal*, is the new publisher of the Thamesville paper.

Niagara Falls now has a Town Planning Commission composed of six members and the mayor. Mr. F. H. Leslie, editor of the *Review*, is one of the commissioners.

J. E. Atkinson, president of the Toronto *Star*, returned from the South, and also from attending the meeting of the A.N.P.A. in New York, of which he is a director.

C. M. Passmore, formerly city editor of the Toronto *News*, who went overseas with the Bantams, has taken a position with the Gagnier organization in Toronto.

Lieut. Bert Perry, sporting editor of the London *Advertiser*, who was taken prisoner after being shot down by a Hun airman, has arrived home and will shortly take over his old position.

Kenneth McKay, who has been doing City Hall for the Toronto *Telegram* for a number of years, has joined the local staff of the Toronto *Star*. Fred. Millar will do City Hall for the *Telegram*.

W. E. Elliott, for some years Western Ontario editor of the London *Free Press*, arrived home recently with the 1st Battalion, with which he served in France. He will not re-enter the newspaper game for some time.

Wm. Curzon, who for some years past has been the bookkeeper in the Guelph *Herald* business office, severed his connection with this paper to accept a similar position in the office of the Guelph Co-operative Association.

Hensall now has a newspaper, with the same name as the one which suspended publication there a year or two ago, and also under the same management, Mr. Hugh G. Buchanan, in company with F. Wickwire, both experienced men.

W. S. B. Armstrong has been appointed night editor of the Canadian Press office in Toronto. He has been for some time connected with the Toronto Housing Company. Prior to that he was on the staff of the Toronto *Globe* and *Telegram*.

Mrs. Edwin Foster, who was in charge of the circulation department of the St. Thomas *Times-Journal* while her husband was overseas, was recently presented with a check by her associates on the occasion of her resignation to take up home-making again.

R. DeHarte, for some years a reporter for the London *Free Press*, severed his connection with that paper recently and has joined the staff of the Toronto *Mail and Empire*. Verne DeWitt Rowell, of the *Free Press*, has joined the staff of the *Journal-Press* at Ottawa.

Recent additions to the staff of the London *Free Press* include J. Break, formerly city hall reporter of the London *Advertiser;* H. H. Costain, until recently with the R.A.F. and formerly with the Brantford *Courier;* and G. Leggatt, also a former reporter with the *Courier*.

Fordwich *Record*:—A. G. Smith, who has edited and managed the paper since it was purchased from Mr. Spotton a few years ago, has bought the Wingham *Advance* from Mr. John Joynt, of Lucknow, and will continue it publication. We wish the *Advance* continued success and prosperity.

E. H. Smale, who for the past fifteen years has been employed as city collector for the Woodstock *Sentinel-Review* has severed his connection with the paper and left to take a similar position with the Toronto *Globe*, in the city of London. Mr. Smale is being succeeded by J. L. Sutherland, of this city.

Wheatley *Journal*:—Last week the *Post-News*, of Leamington, entered upon its forty-fifth year of publication. It is one of our most valued exchanges and we congratulate it on its progress and progressive policy which makes for the building up of its home town. We wish it continued success.

Alvinston *Free Press*:—Smiths Falls is the latest to join the company of one-paper towns. The *News* and *Record* are to be amalgamated. The proprietor of the one and the editor of the other will "carry on." The town has a population of about 6,000 and the two papers had circulations of 1,500 each.

The master printers of Toronto have signed an agreement with the Brotherhood of Bookbinders for a new wage scale covering two years. For the first year the new wage will be $30 a week and for the second year $31 a week. The hours are to be 48 hours a week. The scale is an advance of $7 a week and $8 for the second year.

Hamilton printers have been granted a twenty per cent. increase in wages owing to the high cost of living, notwithstanding the fact that their agreement with the publishers had three years yet to run. They have, however, agreed with the publishers that they will not go out in the event of a general strike being called.

The *Star* News and Picture Service, Toronto, has again made arrangements to handle the United Press service. The contract ran out about four or five weeks ago, and was not immediately renewed. It was again taken up on the 26th of May, and the *Star* has the right to resell the service to certain of the principal Ontario centres.

J. F. B. Livesay, assistant general manager of the Canadian Press, Limited, arrived in Toronto a few days ago to attend the annual meeting which takes place early in June. Word of the strike situation in Winnipeg got serious a few days after his arrival in the East, and he had to return at once to Winnipeg to look after the interests of the Association at that point under rather trying conditions.

Angus McTaggart, who has been associated with the business department of the Toronto *Mail and Empire* for some years past, was given a diamond-studded locket by his fellow-employees on the staff to signalize his leaving for permanent residence in his native land at Oban, in the Highlands of Scotland. W. J. Darby, circulation manager, on behalf of the staff, made the presentation.

A modern Chamber of Commerce has been formed at Niagara Falls without the assistance of professional organizers. The movement was strongly supported by Mr. F. H. Leslie, of the *Review*, who last summer attended a summer school in the States for the training of men for Chamber of Commerce work. Mr. Leslie has been elected as one of the councillors of the new organization.

Orangeville *Banner*:—In the retirement from Ontario journalism of W. E. Smallfield, of the Renfrew *Mercury*, the craft loses one of its ablest and most popular newspaper men. Frank, straightforward, upright and always supporting the highest moral principles in his community, Mr. Smallfield has wielded a wide influence and been held in highest esteem. The *Mercury*, which was established by his father over half a century ago, is an outstanding weekly journal and has enjoyed a career of unqualified success.

Bert H. McCreath, for many years in the business office of the Toronto *Star*, has bought out the Goderich *Star* from the proprietors, Messrs. Vanatter and Naftel. This is in connection with the securing for Goderich of a giant steel plant capitalized at $15,000,000, with which deal Mr. McCreath, a former Goderich boy had much to do. New premises and expansion of staff and equipment are announced for the *Star*, which states that it will pay special attention to the interests of the manufacturer and the farmer.

Major Chas. Beresford Topp, D.S.O., M.C., with bar, has been appointed Secretary of the Repatriation Committee to succeed Col. Vincent Massey, recently resigned. Major Topp, who has just returned from an important Government mission to London, was war correspondent of the *Mail and Empire* with the First Contingent. Subsequently he joined the Canadian army and rendered distinguished service at the front. He was acting commander of the Royal Canadian Regiment when he was wounded for the first time. His mother lives in Toronto.

Clinton *News-Record*:—Dr. J. A. Macdonald, late editor of Toronto *Globe*, who was for several days a visitor in town, and his brother-in-law, Dr. Gandier, had a narrow escape from what might have been a nasty accident. They had been out in Colborne and were returning to town by way of Foster's bridge. In coming up Goderich township hill, which happened to be sandy, the auto skidded to the outer edge, the quick application of the brakes only preventing it going over the bank. As it was the sudden stop threw Dr. Macdonald against the wind shield, breaking it and inflicting a nasty gash on his forehead.

With the retiring owner of the Renfrew *Mercury* (Mr. W. E. Smallfield,) it would seem as if at least two important members of his staff have decided to leave for pastures new. Mr. W. J. Styles, who for some five years has been reporter and assistant editor, is going to larger fields of labor. C. K. Stewart, who has been manager of the *Mercury* for about two years, has gone to Three Rivers as manager of an English paper established last fall. Mr. Smallfield, who is under the doctor's orders at present, will remain a citizen of Renfrew. He intends to fill some literary commissions, and complete the history of Renfrew, and will no doubt be prevailed upon by the citizens to continue to serve them in municipal activities.

The sad death of James E. Patterson, editor of the Meaford *Mirror*, took place at his residence, Collingwood street, after an illness extending over some three months. Deceased, who was in his 37th year, was a son of the late James Patterson, and has been associated with the *Mirror* for many years, he having managed the business since his father's death early in 1911. The *Mirror* has been long established and has been practically controled by the family since its inception and the present break is deeply regretted by all in this community. No person could speak ill of father or son as both conducted business along well defined business lines and beyond reproach. They were hard workers and took an active interest in the life of Meaford.

Edward Todd, one of the earliest business men of Owen Sound, has died in Florida, according to a telegram received by his son, W. E. Todd. The death, which was unexpected, occurred at Bradentown, where Mr. Todd, had been living since 1914, having spent his winters there before that. Mr. Todd was in his eighty-eighth year, and was born in Stockton, England.He was a printer and worked at his trade in New York State, Montreal, Hamilton and Toronto, before coming to Owen Sound, in 1857. He was for nearly ten years proprietor and publisher of the Owen Sound *Times*, and in 1866 introduced the first telegraph instrument in this town. He continued in the telegraph, ticket and express business till 1896, when he sold out and retired from active business.

There passed away in Napanee on Monday, May 19, Anna Empey, widow of the late Thos. F. Casey, in her eighty-fifth year. One of three daughters of Fletcher Empey of Richmond, Mrs. Casey was a resident of the county of Lennox and Addington all her life. During their early married years they resided on the Casey U.E. Loyalist homestead in Adolphustown. Then her husband purchased the Napanee *Express*, and they moved to Napanee after disposing of the farm. Both were active in temperance work, and Mr. Casey published *The Canadian Casket*, a well-known prohibition sheet of earlier days. Their family consisted of one son and four daughters, all of whom survive their parents. Their son, Willet, has been on the staff of the Boston *Globe* for many years. The eldest daughter is Mrs. A. R. Davis, of Toronto. The others are still at home.

GREETINGS

FROM

The Globe

To the newspaper representatives who will be in Toronto for the Annual Meeting of the Canadian Press Association, THE GLOBE extends a hearty welcome. It hopes for and looks for a most successful convention—one that will be as enjoyable as it should be profitable—and it cordially invites all members of the C.P.A. to visit the home of Canada's National Newspaper,

The Globe

TORONTO

Thomas Edward Moberley, who for many years conducted "The Flaneur" column in the *Daily Mail and Empire*, died suddenly at his home at 54 Nina avenue, Toronto, as he was preparing to attend church on Sunday morning. For more than a year he had been in poor health. Mr. Moberley was a well-known literary man and an ardent church worker. A descendant of the Moberleys of Moberley Hall, Mr. Moberley was born in Cheshire, England, in 1849, and educated at Yarmouth Academy and Seminary and later at Windsor Academy. In 1886 he was called to the bar and for a time acted as private secretary to the late Goldwin Smith. When Dr. Smith founded the *Weekly*, he became its editor. He was a conservative and a strong Imperialist. In religion he was an Anglican, and a member of St. Michael's and All Angel's Church. He was a delegate to the Synod and secretary-treasurer of the Church Club.

Miss Blanche B. Hume, for a number of years editor of the *Rod and Gun* Magazine (W. J. Taylor, Ltd., publishers), left for Toronto, where she has accepted a position in the headquarters of the National Council of the Y.M.C.A., where she will edit its monthly magazine known as the *Student*. Miss Hume is a young woman of fine literary talents, and possesses the qualities that make for success wherever ability, enegry and devotion are the deciding factors. During her sojourn here she endeared herself to numerous friends, and prior to her departure her fellow-associates in *Rod and Gun* and the *Sentinel-Review* presented her with a handsome club-bag as a token of the sincere esteem in which they hold her. Charles Tatham, of Listowel, a returned soldier, who has had considerable ex-

perience in literary work, succeeds Miss Hume. He went overseas in 1916, and in France was connected with the 4th Canadian Ammunition Sub-Park.

Rev. H. B. Christie, B.A., who for the past two years has been the successful pastor of Dublin Street Methodist Church, at Guelph, has tendered his resignation, and will at the end of the conference year give up his ministerial work to become a member of the editorial staff of the Brantford *Expositor*. The resignation of Mr. Christie came as a complete surprise to the members of his official board, but they very graciously granted his release and wished him success in his new vocation. Mr. Christie is leaving the Methodist ministry right in his prime. He has been a successful minister in every respect and has been given many honors at the hands of his fellow-clergymen. He has occupied some of the best and most influential pulpits in the Hamilton Conference, at Hamilton, Brantford, Ingersoll, Burlington and Dublin Street, Guelph. He is at present chairman of the Guelph District, is a General Conference delegate, and a member of the Hamilton Conference examining board.

Main Johnson did good work for the Toronto *Star* during the Winnipeg strike. Getting news out of that city was not the easiest thing under the sun as there were no operators to handle the material, unless he consented to have it censored by the strike committee. Working with him at the outset was J. J. Conklin, the Winnipeg representative of the *Star*. Most of the material was gathered during the day time and taken on the train down to Thief River Falls, Minn., and put on the wire there, the service often running over six thousand words during the day. As soon as this was attended to the train was taken back to Winnipeg, and so on the work was kept up. The distance from Winnipeg to Thief River Falls is 165 miles, so it was no little jaunt to get down and back and have much time left to work. By the time the material reached the *Star* office in Toronto the tolls had run up to one and a half cents per word. There was a tremendous demand for the service, especially by the Eastern papers, many of them taking everything that came in. It cost the *Star* about $130 a day to cover the strike, but it was a good piece of newspaper enterprise. Ald. Plewman, of the *Star* staff, also went to Winnipeg, arriving there on May 22.

The following notice appeared in a recent issue of *MacLean's Weekly*, a little house organ that is used for circulation among the members of the staff in the various offices: "Excavation for the new six-storey addition to our plant began Monday. The contractors promise to have three storeys ready at the end of three months. It will be a solid, very strongly built reinforced concrete and steel building, and should be one of the best lighted, healthiest and most comfortable workshops in the city. This will be a great relief to the press and bindery divisions, which are very much handicapped at present for lack of space. The Reliance Engraving Company, who have been needing more space for a long time, will be given the whole of the lower floor of the old mechanical building. It will afford a large extension to our paper storage capacity, which has been very much needed. The experiences of the winter before last, with its weather and railway conditions, caused such a shortage of paper as to give the management many sleepless nights, and it was decided that in future it would be necessary to carry several months' advance supply to provide for such emergencies. The total cost of the extensions to building, land and plant will exceed $100,000. It is expected that this will be financed by an increase in the capital of the company, and it is quite probable that an opportunity will be given to members of the organization to become stockholders on favorable terms."

THE
REGINA MORNING LEADER
DELIVERED BY AEROPLANE

Monday, May 26—Regina Morning Leader was delivered at Moose Jaw by Aeroplane this morning, arriving two hours ahead of usual schedule.

AS USUAL THE LEADER LEADS

THE
REGINA MORNING LEADER
Saskatchewan's Greatest Advertising Medium

A specimen of Western enterprise.

Quebec

E. G. Smith, manager of the Quebec *Telegraph*, left on the C.P.O.S. Melita, on May 16th, for England and France whither he is going on business.

Maritime Provinces

A fire started by the combustion of photographic chemicals destroyed the block containing the Kentville Advertiser Printing co.'s plant, the Green Lantern Restaurant, and the Stickler Photo Studio recently. The loss is estimated at $50,000.

R. E. Cornell, for the past fifteen months employed on the reportorial staff of the St. John, N.B., *Standard*, severed his connection with the paper, and will in a few days proceed to Grand Falls, where he will resume his law studies with Wm. E. McMonagle at present practising at that centre. Before joining the staff of the *Standard*, Mr. Cornell was a student at St. Joseph's University, 1916. He will leave the first part of the week on a short visit to his home in Fredericton, then proceed to Grand Falls to take up his studies commenced at the St. John Law School last year.

In Memory of Montreal Editor

The cottage that the Montreal Rotary Club has erected at the Shawbridge Boys' Farm as a fitting memorial to the late Major John S. Lewis, formerly editor of the Montreal *Star*, who was killed in action on the Somme, November 18, 1916, was dedicated in the presence of a large gathering of friends of the dead officer. John Simon Lewis, Southerner by birth, was a distinguished journalist, a brave soldier and a faithful friend—especially a friend to the less fortunate children of Montreal.—Born in Wisconsin, he was a graduate of Harvard University of Chicago and at Heidelberg University, Germany. He acquired his journalistic experience on the Chicago *Tribune*. In Montreal, Major Lewis served as city editor of the *Herald*, later joining the *Star*, of which he became editor in 1912. On the outbreak of the war, John Lewis took commission with the 87th Battalion, Grenadier Guards, then recruiting for service overseas. When the Grenadier Guards completed its training at St. John's, Quebec, and finally sailed from Halifax in 1916, John Lewis was ranked as captain. A few weeks before he went into the trenches he became major. The men who followed Major Lewis in those desperate battles of 1916, loved their commanding officer as intensely as a host of friends in his home city loved a splendid comrade. At one time he refused a staff appointment in order to remain with the men of his unit, to whom he was devoted. He shared their hardship and peril. He refused to exchange that responsibility for greater share of honors. On November 18, 1916, he was killed in action on the Somme. He had previously been recommended for the D. S. O. He was forty-two years old.

The U.T.A. Printer is Being Internationally Advertised

The Mark which Identifies U.T.A. Printers Everywhere

THUS buyers of Printing are being influenced to use the U.T.A. Printer because he provides so many services no other Printer can offer.

For many months publications circulating throughout Canada and the United States have carried page advertisements emphasizing the U.T.A. Printer to buyers of Printing.

They have been told to "Mark Well the Mark" of the U.T.A. Printer, and to seek him out as their Printer—and they're doing it.

Think of the prestige being established.

New business—more business is being created for the plants of members of the U.T.A.

Are you a U.T.A. Printer?

Information regarding membership in this Association sent on request.

UNITED TYPOTHETAE OF AMERICA

(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

General Offices: 608 South Dearborn Street, Chicago

"Not Conducted for Profit"

WE WISH TO ANNOUNCE THE SALE OF

Six GOSS *"High-Speed" Octuples*

TO

The Chicago Daily Tribune

The phenomenal growth of *The Chicago Daily Tribune* has made it necessary to provide the most efficient press-room equipment possible. After thoroughly investigating the merits of all makes of newspaper printing presses they decided in favor of GOSS Machines.

FOR SALE

In connection with the above large order for new "GOSS" Octuples, we come into possession of a

HOE *High-Speed Double Octuple Press*

This Machine is Only 2 1-2 Years Old.

We offer it For Sale either as a Double Octuple, or as Two Single Octuple Presses.

Write For Full Particulars.

THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS

1535 SOUTH PAULINA STREET

CHICAGO, ILL.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., LONDON

LATHAM
MONITOR Multiplex
PUNCHING MACHINE

A Modern Machine for Modern Conditions

Conditions of to-day are making it plain that old methods of production won't do. Modern requirements require modern machines—appliances that save labor and produce work rapidly.

The Latham MONITOR Multiplex has won an enviable reputation for efficiency and economy. Heavy, rigid, simple, fast and built to last.

No Tools Required for Locking Punch Head in Position.

Sold in Canada by

H. J. Logan 114 Adelaide Street West Toronto

LATHAM MACHINERY COMPANY
NEW YORK CHICAGO BOSTON

Good Work on Short Notice.

PRINTER AND PUBLISHER has received a copy of the Kamloops *Standard-Sentinel* of 16 pages. It is one of the regular twice-a-week issues. Certainly there is a lot of creditable work on the issue, and it shows what can be done with adequate equipment and co-operation between all departments. Usually the paper runs eight pages, and at times ten. It was 11 o'clock Wednesday morning when it was proposed to run 18 pages. Within two hours it had been turned into an "Auto Edition," and the necessary pages secured. During the time the paper was being put out, one job press was running all the time. They have a machine operator, job pressman, ad. and job man, and a working foreman—no apprentices. F. E. Simpson, editor and manager, has associated with him in the office his son, who recently returned from the front, Mr. Simpson has been in the coast province for some 22 years, and prior to that was in business for himself or engaged in editorial work or reportorial work on U.S. dailies.

Is This Classified Advertising?

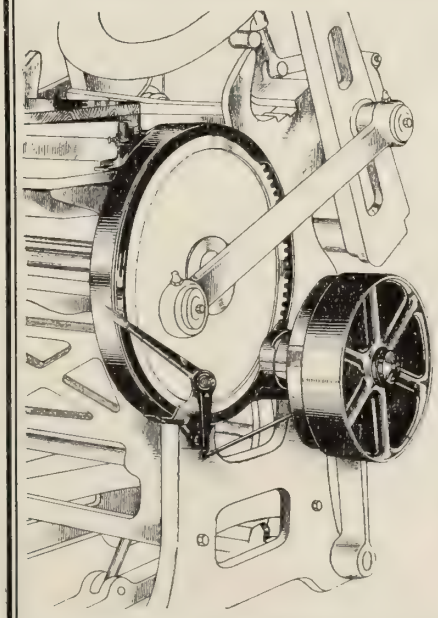
Smithville *Review*: There is a rumor going around in this vicinity that the child born to Mr. and Mrs. Lemuel Vaughan belongs to someone else and not to me, is false. And those parties circulating the above report had better keep a quiet tongue in the future, or they will be called upon to prove what they have been telling. (Signed) Mr. Lemuel Vaughan, Jr.

Elora Express.—The following advertisement appeared in the Galt *Reporter* of April 15th last: "Wanted—A good wife, about 45; must be good housekeeper. Apply box 2383, Reporter." When only three weeks elapsed after the date of the publicationn of the advertisement, the *Reporter* announced that the author of the same is now happily married and settled.

BIG BUSINESS AHEAD

Don't wait forever to put in your

HORTON VARIABLE SPEED PULLEY



Business is good, make it better. Make your plant produce better results—protect the lives of your workers.

Send for illustrated pamphlet.

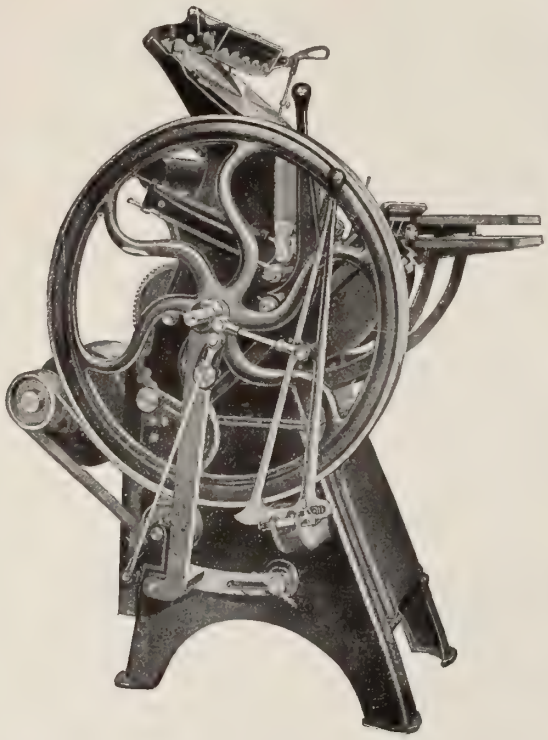
HORTON MANUFACTURING CO.
MINNEAPOLIS, MINN., U.S.A.

For Sale by: Toronto Type Foundry Co., Toronto, Montreal; and American Type Founders Co., Winnipeg

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS



Six Strong Points of the Pearl Press

1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. **Easy Operation**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. **Durability**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. **Strength**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. **Noiseless**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. **Cost**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutter and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

MACHINERY QUALITY

The first consideration given in selecting our lines of machinery has been in their **quality.** We handle nothing but the best,—all our machines are of superior quality and they give the best service which means that they are profit-earning of the highest order. With each machine you receive our guarantee, as well as the manufacturer's. Look at these:

Delphos Two-Revolution Press with or without mechanical feeder.
Golding Jobbers
Golding Cutters
Diamond and Advance Cutters
Dahly Punches
New Jersey Stitchers
Burton's Perforators
Bull Dog Trimmer
Multiform Saws
Hall Folders
Eclipse Folders
Franklin Perforators

Every requirement for the Printer, Bookbinder, Box Maker, etc. Write us for information.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

60 Front Street West
TORONTO

Opposite
New Union Depot

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

RELIABLE

Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers

THE STEEL COMPANY OF CANADA

LIMITED

Sales Offices: Hamilton Toronto Montreal Winnipeg Vancouver St. John

ENVELOPES

Our line of envelopes is complete. We are confident that they represent the best values in envelopes on the market.

Other Well-known Dawson Lines:

Bond Papers **Writing Papers**
Ledger Papers **Cover Papers**
Blottings Bristols **Coated Boards**
Ruled Statements, Billheads, Etc.

Write for our Price List

W. V. Dawson
LIMITED
MONTREAL—93-103 St. Urbain Street
TORONTO—64 Wellington Street West

Prompt Service Assured

HIGH GRADE COATED PAPER

For the Best Results in Fine Screen Half-Tone and Color Work, Use

"Red Seal" Coated Book

"Luxacoted Porcelain" Coated Book

Trade COATED R PAPER Mark
Registered

MADE BY

Ritchie & Ramsay, Limited - Toronto, Canada

Western Selling Agents: John Martin Paper Co., Limited, Winnipeg and Calgary

YOUR CATALOG BINDINGS

Cloth Bound Catalogs Like These Are Kept.

HOLLISTON CATALOG CLOTHS

A BUCKRAM for the large catalog.
A VELLUM for the smaller one.

Even the smallest books and booklets demand cloth covers to save them from the discard—a light fabric—

STERLING LINEN

Tell us about your catalog. Sample books of any grade of bookcloth will be furnished free of charge.

We are well equipped to look after your "RUSH" orders.

HOLLISTON BOOK CLOTHS
REG. U.S. PAT. OFF. TRADE MARK

THE WILSON-MUNROE CO.

Sole Canadian Agents for
HOLLISTON BOOK CLOTHS

TORONTO ONTARIO

PAPER SALES LIMITED

offers

Quality and Service

In presenting the following lines we do so with the utmost assurance of giving satisfaction.

Specialties in

Paper and Boards

for Printers, Bookbinders and Lithographers—in fact all Users of Board or Paper

We Solicit Your Inquiries.

53 YONGE ST., TORONTO

Canada's Great Newspaper

The Montreal Star

orders

35 Model C INTERTYPES

of which 17 will be equipped with Side-Magazine Units

What Lord Atholstan says:

"THE MONTREAL STAR"

Mr. H. R. Swartz, May 17th, 1919.
The Intertype Corporation,
50 Court Street, BROOKLYN, N.Y.

Dear Mr. Swartz:-

I feel that I would like you to know that the order we placed with you on Friday for 35 three-magazine Model C Intertypes, 17 with side magazine units, was the result of a most thorough investigation on our part.

Not only did we receive highly favorable replies to our inquiries among Intertype users, but our own experience with the Model C, which has been in operation in our composing room during the past three months, was that it met every test required of it in comparison with other makes of composing machines. In fact, it even exceeded our expectations, and the several operators in whose hands it was placed each reported it to be the best machine they had ever sat down to.

Yours very truly,

(Signed) ATHOLSTAN,
President.

Thus once again has the largest single order ever written for three-magazine composing machines been awarded to "THE BETTER MACHINE."

The largest previous single order for three-magazine machines was that given by The New York Times, June, 1918, for 31 Model C Intertypes.

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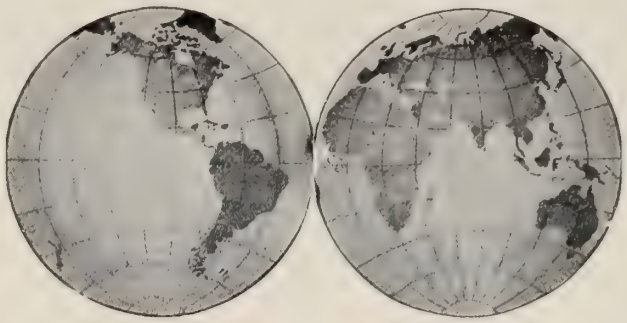

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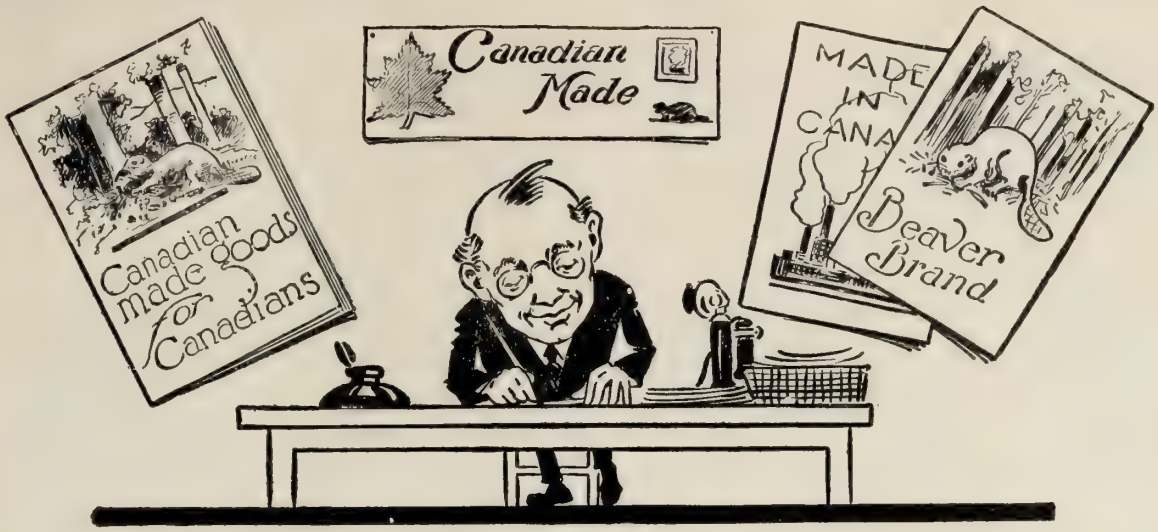

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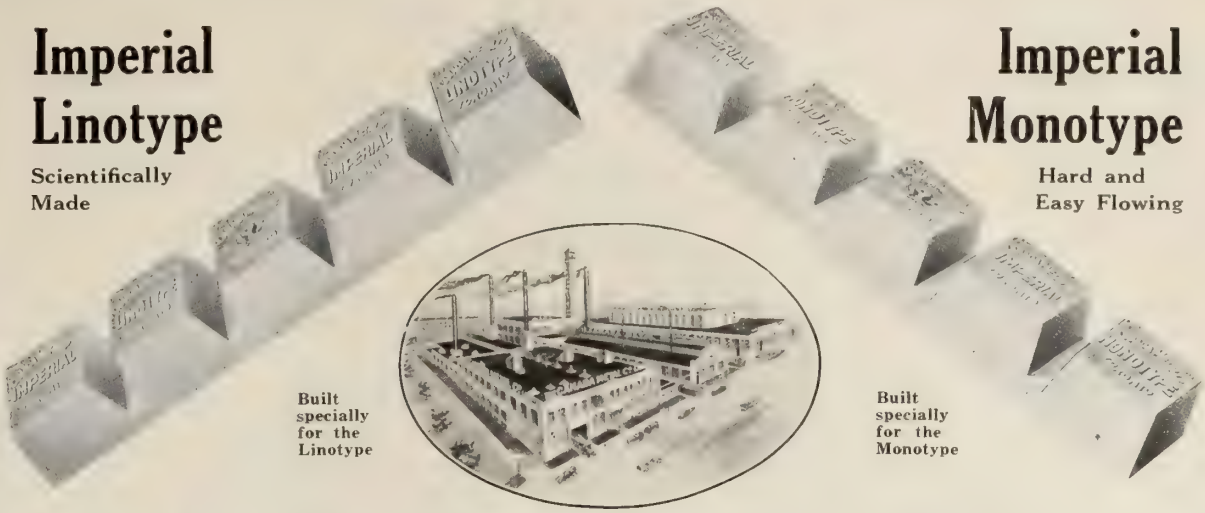

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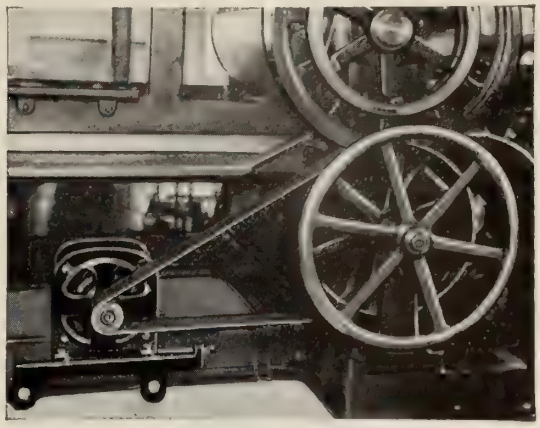

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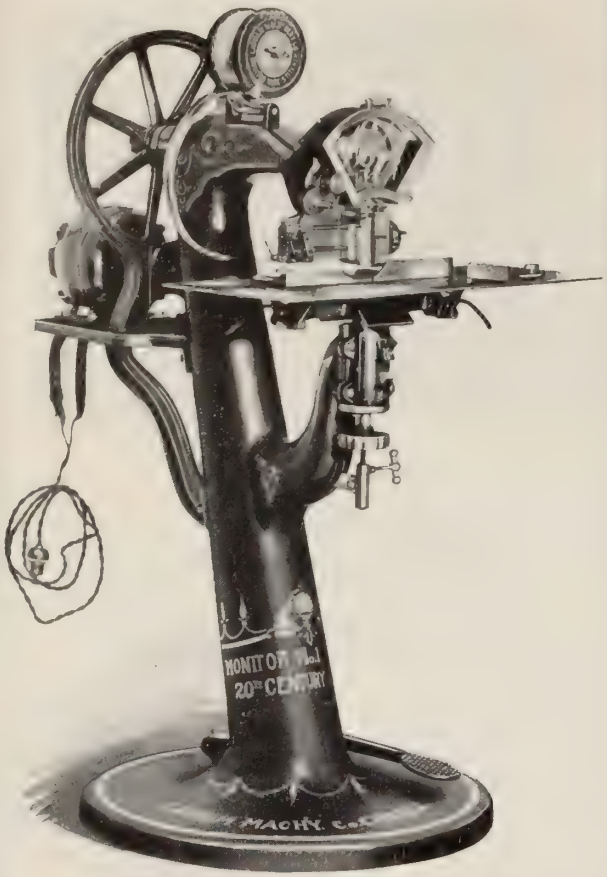

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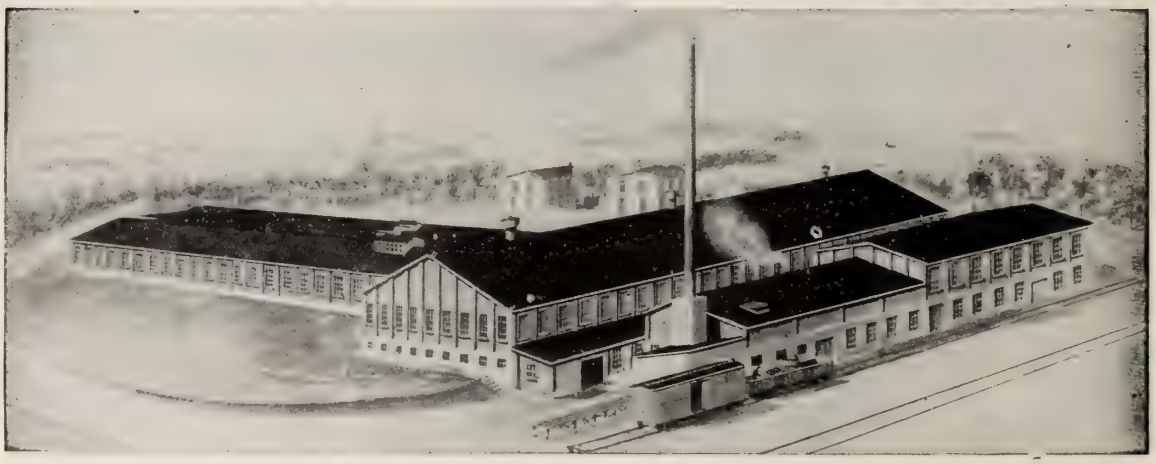

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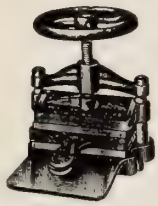

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The Challenge Machinery Co., Grand Haven, Mich.

TYPE-HIGH MACHINES

The Challenge Machinery Co., Grand Haven, Mich.

TIN FOIL PAPERS

J. & W. Mitchell, Birmingham, Eng.

TYPE FOUNDERS

Stephenson, Blake & Co., 60 Front St. W., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg.

THE NEW ERA PRESS

A Multi-Process Printing, Punching, Perforating, Cutting and other operation machine. Manufactured by The Regina Co., Rahway, N.J., U.S.A.

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 68 Temperance Street, Toronto.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Bldg., Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

TYPE-HIGH GAUGES

The Challenge Machinery Co., Grand Haven, Mich.

WASTE PAPER DEALERS

E. Pullan, 20 Maud St., Toronto.

Printer and Publisher Want Ads.

2 cents a word—10 cents extra for box number

BUSINESS OPPORTUNITIES

NEWSPAPER BUSINESS—THERE IS OFfered for sale the best weekly newspaper that we know of in Alberta, in the livest town in the West. Equipment includes No. 5 linotype with extra magazines and full range liners. Not an ordinary proposition, but an exceptional opportunity for a real newspaper man. No reply considered unless accompanied by references. $3,500 cash required, or slightly less down if satisfactory security can be offered. Address, Box 646, Printer and Publisher. (p6p)

JOB PRINTING BUSINESS — RUNNING plant in fair condition. Bargain. Old age obliging me to retire. R. H. Constable, 484 Dundas St., Woodstock, Ont.

ESTABLISHED JOB PRINTING BUSINESS for sale. Splendid town Western Ontario. Box 643, Printer and Publisher. (p6p)

NEWSPAPER OPEN TO A CONtest. Good outlook. Promoter address, "Prospect," care Printer and Publisher, Toronto. (p6p)

FOR SALE—A BARGAIN

ONE 9 x 13 FOOLSCAP FALCON IN FIRSTclass condition. Reason for selling: have replaced with Miller Feeder. Hanson, Crozier & Edgar, Kingston, Ont.

TRANSLATIONS

ENGLISH INTO FRENCH AND VICE versa. Advertising Booklets, Technical literature, Catalogues, Circulars, Posters, Commercial and other Correspondence. Why not secure Expert Service at once? It saves time and avoids unpleasantness arising from unsatisfactory translations. Moderate rates, including proof-reading. Correspondence especially solicited from Printers and Advertising Agencies. Léon A. Archambault, P.O. Box 135, Station B, Montreal.

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto.

Have You Any Equipment Out of Action?

Idle machinery or other equipment is of no use to you, but there is sure to be a printer not far away who could use it to good advantage, and he would no doubt pay a reasonable price for it. Put an ad on this page and you will make a sale in quick order.

2 Cents Per Word

If you want your ad to occupy double space the charge is 4 cents per word.

FOR SALE

FOR SALE—TWO CYLINDER PRESSES, two jobbers, paper cutter, stapler, safe, office counter, line shaft, hangers and pulleys, some imposing stones, chases, type cases. A. W. Wright, Mount Forest, Ont. (p6p)

FOR SALE — COTTRELL NEWSPAPER press, 6-column, also quantity of 8 and 10 pt. body type. All in good condition. Advertiser-Topic, Petrolia, Ont. (p7p)

FOR SALE—AN ECLIPSE DOUBLE FEED folder, in first-class condition. The News-Record, Clinton, Ont. (p5p)

SITUATIONS VACANT

WANTED — ADVERTISING REPRESENtative for high class publications (A.B.C.). Chance for right man. Address with full particulars to John Dougall & Son, publishers, Montreal.

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 68 Temperance St., Toronto.

EQUIPMENT WANTED

WANTED — GAS HEATED STAMPING machine, size to take in case 14 x 11 for stamping gold letters on front of books, etc., second-hand. Also second-hand eyeletting machine. Both machines must be in good condition. Apply Box 647, Printer and Publishers. (p7p)

WOOD TYPE WANTED—A SERIES OF second-hand condensed Gothic in good condition from 8 to 25 ems. Send proofs and prices to the Beaverton "Express," Beaverton, Ont. (p7p)

WANTED—GOOD USED TYPE-SETTING machine. Full particulars first letter. Price must be right. W. Bryant, Thedford, Ont. (p5p)

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

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SCIENTIFIC BLACK

The best Black in the world for fine half-tone work on coated stocks. A *real* Half-tone Black with *real* tone and a *real* finish.

SCIENTIFIC BLACK will not offset
SCIENTIFIC BLACK dries quickly
SCIENTIFIC BLACK always works clean
SCIENTIFIC BLACK is always the same

Made in two distinct bodies—*Regular* Scientific for platen work and *Soft* Scientific for cylinder use.

Sample gladly submitted upon request.

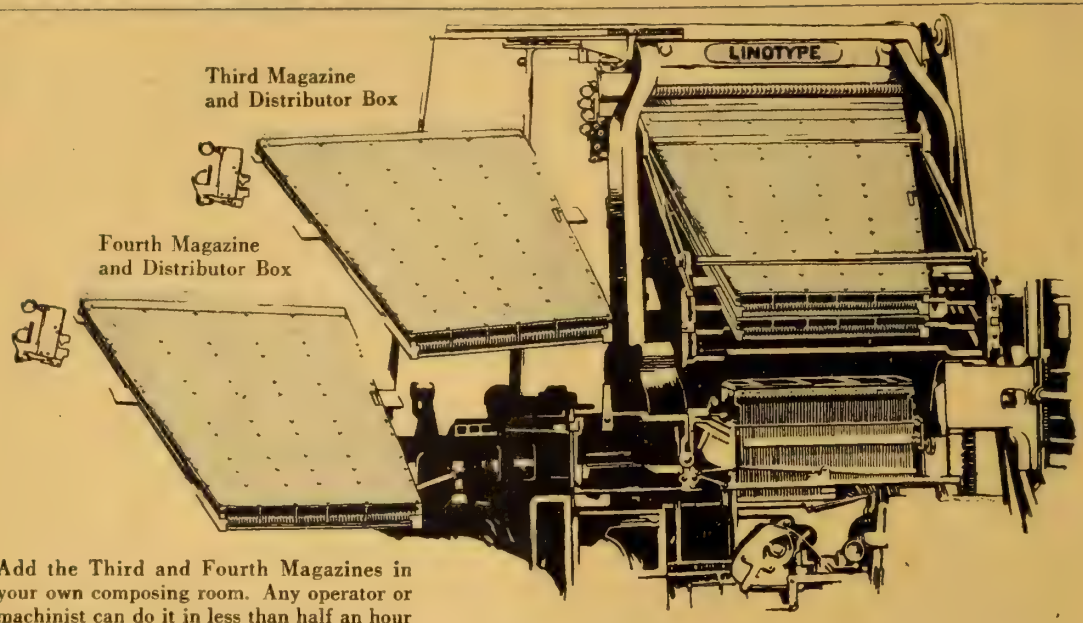
THE AULT & WIBORG CO.
OF CANADA, LIMITED

Montreal Toronto Winnipeg

MORE THAN 38,000 IN USE

© TRADE LINOTYPE MARK ©

THE MACHINE THAT LASTS



Add the Third and Fourth Magazines in your own composing room. Any operator or machinist can do it in less than half an hour

MODEL 9 LINOTYPE

4 Magazines—8 Different Faces—720 Characters—4 Different Body Sizes
Faces from All Magazines May be Mixed in One Line

Buy your Model 9 Linotype now, equipped with two magazines—if that is sufficient for present requirements. As your business grows, your own operator can add the third and fourth magazines right in your own composing room in less than half an hour.

In *Earning Power, Quality* of product, and *Variety* of work, the Model 9 Linotype is the Master Composing Machine—the machine every successful job office will eventually need

CANADIAN LINOTYPE LIMITED

68 Temperance St., Toronto

MERGENTHALER LINOTYPE CO., New York, U. S. A.

CHICAGO SAN FRANCISCO NEW ORLEANS

This advertisement, including border ornaments, is composed entirely of LINOTYPE *material*

PRINTER & PUBLISHER

for JULY, 1919

PUBLISHED MONTHLY BY THE MACLEAN PUBLISHING COMPANY, LIMITED,
TORONTO .. .. .. SUBSCRIPTION PRICE, $2.00 PER YEAR

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

Fibrestoc Cover

A Business Winner

Canadian-Made

Unequalled Combination of Quality and Price

This design a guarantee of quality

MORE Catalogs, Booklets, Folders, Broadsides, etc., are being printed to-day than ever before.

The cream of this business is going to printing plants equipped to make the prices **right** and at the same time produce **quality** work.

FIBRESTOC COVER will give you **real** help to secure this business. Most moderately priced cover, quality considered, that any Canadian printer can buy. Sells from $3 to $5 per ream less than imported covers of similar quality.

FIBRESTOC COVER is distinctive and original in appearance. It gives elegance and class to any piece of printing for which it may be used.

In all the popular colors—**White, Buff, Brown, Grey, Blue, Green, Robin's Egg, Lavender, Wine and Russet**—permitting striking and artistic combinations with colored inks.

FIBRESTOC COVER possesses the strength necessary to carry it through the mails without showing signs of wear—tough and bulky! In every way **Fibrestoc** holds its own among the first-class covers—yet it's not expensive.

May we send you samples?

Distributed by

Barber-Ellis, Limited - - - - Calgary, Alta.
Barkwell Paper Co., Limited - - Winnipeg, Man.
Buntin, Gillies & Co., Limited - - Hamilton, Ont.
Buntin, Gillies & Co., Limited - - Ottawa, Ont.
Canada Paper Co., Limited - - - Montreal, P.Q.
Canada Paper Co., Limited - - - Toronto, Ont.
L. P. Turgeon - - - - - - - - Quebec, P.Q.
Smith, Davidson & Wright, Limited, Vancouver, B.C.
Smith, Davidson & Wright, Limited - Victoria, B.C.

Other Good C.P. Co. Covers

Wove Mill
Cashmere
Derby
Tinted Art S. C.
Tinted Art Suede

Made in Canada by

CANADA PAPER CO. LIMITED
WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

"DOMINION"

BLACK INK

Used in Canada Wherever Good Printing is Done

NEW

SUPERIOR

HALF-TONE BLACK

For the finest half-tone work on coated papers. None better. Try some at once, for it's the best on the market to-day. Sample sent with pleasure.

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

128-130 Pears' Avenue, Toronto, Canada

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice *Manager for Eastern Canada*
128 Bleury St., MONTREAL
Phone Main, 5124

PRINTER AND PUBLISHER, July, 1919. Vol. 28, No. 7. Published monthly at 143-153 University Ave., Toronto, by the MacLean Publishing Co., Ltd. Yearly subscription price, $2.00. Entered as second-class matter at the Post Office Department at Ottawa, Canada. Also entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, N.Y., U.S.A., under Act of March 3rd, 1879.

Plain Steel Bindery Table

Tables

For Every Department of the *Printing* Plant

Steel Bindery Table with Padding and Gluing Devices

Steel Table with Sides for Stitchers Folders, etc.

Small Steel Table for Miscellaneous Uses

The illustrations show a few of the designs that have been worked out to help solve some of the problems of the *Printer.*

The complete line includes Tables for the Bindery, Pressroom, Shipping Room, Mailing Room, etc. These Tables are arranged with labor saving devices of various kinds to facilitate the work and increase production.

Put your problems in this line up to our experts for solution.

The Hamilton Manufacturing Company

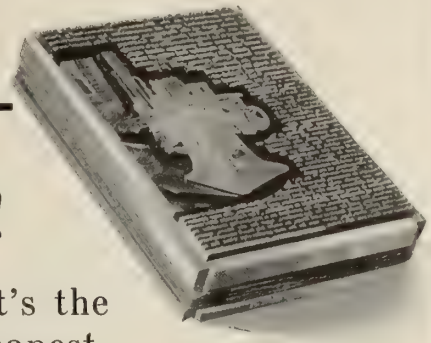
Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern. J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed to every enquiring printer.

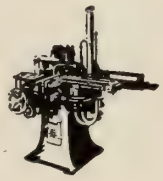
To Hell with It—



WHAT!!

All used type. That's the cleanest, neatest, cheapest, most efficient, most economical and best way to handle it.

Distribution of used type costs more than to replace it with brand new Monotype type—the best kind. This is only one of many Monotype savings in the composing room.



NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type-&-Rule Caster, which makes this material so economically that whole pages, after use, are melted up to make new material; it makes the compositor's work a pleasure by cutting out the drudgery of distribution, leaving him free to spend all his time building ideas into type form without having to stop and tear down old jobs to get material; it eliminates non-productive time by using all of the compositors all the time on constructive work.

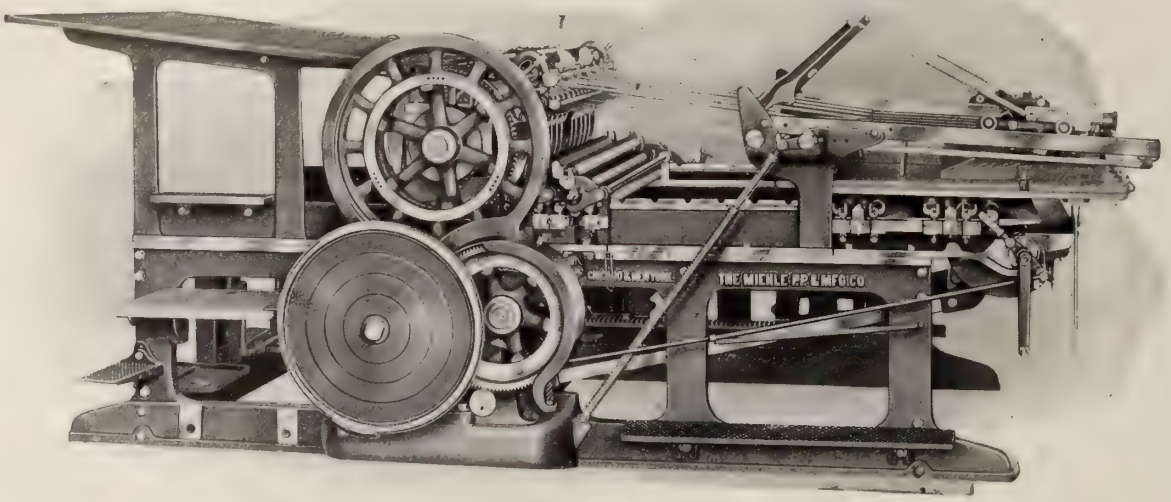
LANSTON MONOTYPE MACHINE COMPANY · PHILADELPHIA

NEW YORK BOSTON
CHICAGO TORONTO
Monotype Company of California
SAN FRANCISCO

Form 235

This advertisement is composed in Monotype No. 150 Series and Monotype Rule

The Miehle



"Nothing Venture, Nothing Have"

THE printer who puts off the purchase of a cylinder press until he cannot possibly do without it is not likely ever to own one.

And, all the while, he sees his more far-sighted competitors adding to their equipment and increasing their profits.

"Nothing venture, nothing have" is as true to-day as ever.

In the case of investing in a Miehle, the venture is amply justified by the success of those who have purchased over 11,000 of them.

More Miehles sold and used than all other two-revolution presses combined—*there's a reason.*

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED.

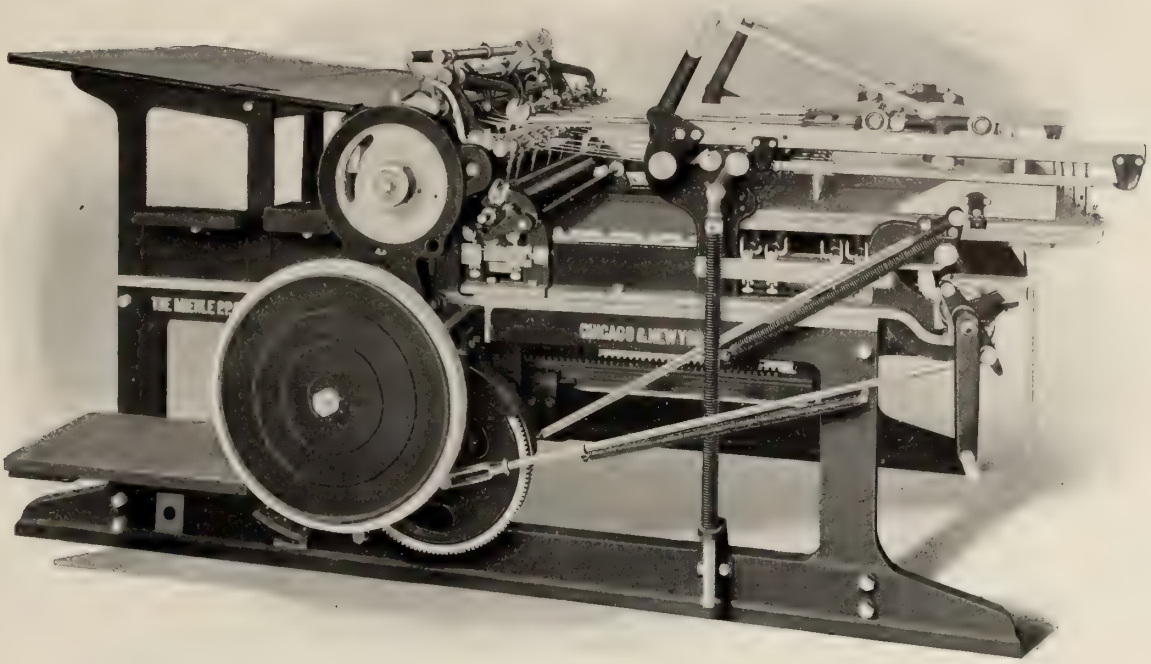
Exclusive Agents for Canada

Toronto Type Foundry Co., Limited

Montreal **Toronto** **Winnipeg**

The Miehle

The Miehle



To-day's Conditions

THE old standard of wages is a thing of the past.
No longer is it "economical" to make up for the deficiencies of obsolete machinery by the expenditure of human labor.

Investment in great labor-saving devices is not an expense. The real expense is the constant, daily leak through the payroll.

The Miehle is a great economizer of human effort. Its accuracy, its convenience, its speed and its almost incredible resistance to wear fully justify the investment of capital necessary. Write for delivery dates, prices, etc.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED.

Exclusive Agents for Canada

Toronto Type Foundry Co., Limited

Montreal **Toronto** **Winnipeg**

The Miehle

Manton Bros.

SUPERIOR PRINTERS' ROLLERS

AND

FINE PRINTING INKS

Our Inks

—are made right from start to finish by expert ink makers with the "most up-to-date equipment, assuring the best quality and best value for your money. If your job is not running right put our ink in your fountain and see the difference! **Inks for all purposes.**

Our Rollers

—made a name for themselves during the war. In spite of the fact that good raw material was hard to get our roller quality was not only maintained, but actually made superior. We always aim to improve! **Test the quality with an order of summer rollers now!**

PRINTING MACHINERY

Selling Agents for
- *The* Premier Two-Revolution Press
- *The* Whitlock Pony
- *The* Potter Rotary Offset Press
- *The* Potter Lithograph Press
- *The* Potter Rotary Tin Press

Printing Machinery Repairs

MANTON BROS., TORONTO

Montreal Winnipeg Calgary

Wilson-Munroe Co., Limited
TORONTO

WE CARRY LARGE STOCKS ON HAND OF

ROLLAND MADE IN CANADA PAPERS

SUPERFINE LINEN RECORD	White, Azure and Buff
CANADIAN LINEN BOND	White
ROLLAND PARCHMENT	White
EARNSCLIFFE BOND AND LEDGER	White, Azure and Buff
LINEN LEDGER	White
EMPIRE LINEN BOND	White and Five Tints
COLONIAL BOND AND LEDGER	White, Azure and Five Tints

ALL STANDARD SIZES AND WEIGHTS; ALSO DOUBLE SIZES.

ENVELOPES TO MATCH

We devote a whole floor in our warehouse to the stocking of these well-known papers. Prompt shipment assured.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

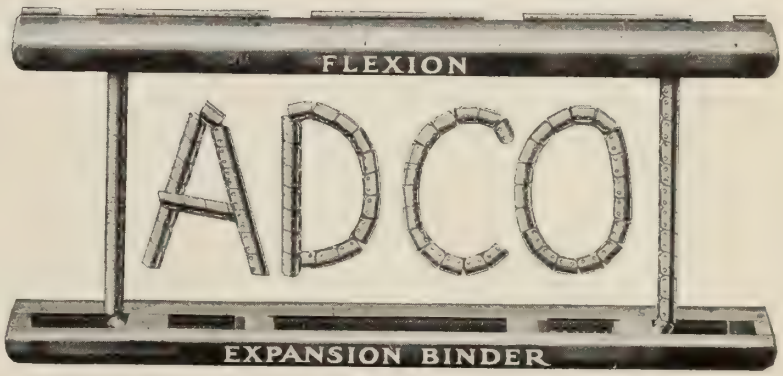
The Binder That Holds
One or One Thousand Leaves

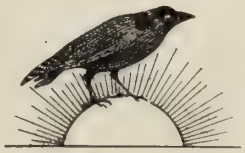
A marvel in mechanical efficiency is this

Flexion Adco Expansion Binder

With every objectionable feature of the old-time binder eliminated the Adco (illustrated here) is the one best binder for every office everywhere.

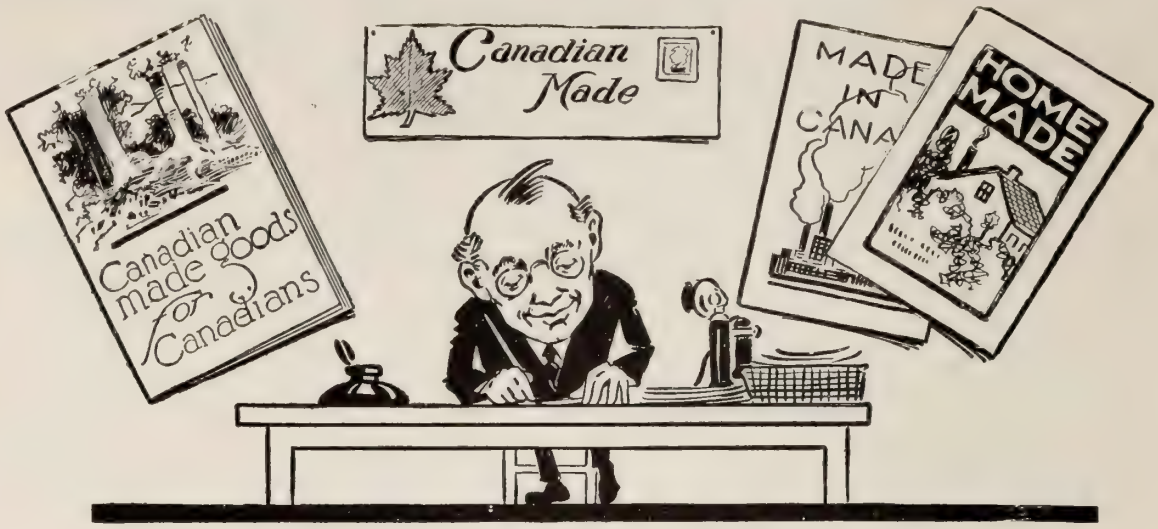
All the parts of the mechanism are within the two small steel tubes, with no parts whatever in the covers; and as the binder holds one leaf, a few leaves or one thousand leaves with 600 pounds pressure, the leaves are, therefore, held in alignment.





In a word, the Adco is a Practical, Efficient, Economical Binder. Every dealer should handle it. Its superiority is so apparent that it sells easily and we help you sell it. Let us tell you how.

MONTREAL **W. V. Dawson** LIMITED TORONTO



Canadian Printers Should Use

CANADIAN-MADE PAPER

For Canadian Customers

Why Use Foreign Made Papers for Booklets that Tell People to Use MADE IN CANADA Goods?

Your customers would seriously object if they found you were using a foreign paper for their booklets and stationery, when you can give them equally good quality, CANADIAN made, at the same price, or even less.

Other things being equal, they rightly expect preference as Canadian manufacturers, and ask for this preference in their printed matter. It is a breach of good faith to print such an appeal on paper not made in Canada.

CANADIAN PULP & PAPER ASSOCIATION

Look for this mark on the wrapper of every package of paper you buy.

The Better the Paper The Better the Booklet

War covered a multitude of sins—among them, poor printed matter. There is no excuse to-day.

Educate your customers to the economy of using the best paper the job will stand. The best paper, for whatever purpose required, is **Made in Canada**—never forget that!

Send for copy of "Some Facts About the Pulp and Paper Industry of Canada." Sent free upon request.

CANADIAN PULP AND PAPER ASSOCIATION

137 McGill Street, Montreal

In Bond Writing and Ledger Papers the "R Shield" Watermark is guarantee of Superior Quality.

Why not ask us for samples of any of the following Rolland Watermarks?

Bonds and Ledgers (Wove)

Superfine Linen Record
Canadian Linen Bond
Earnscliffe Linen Bond
Earnscliffe Linen Ledger
Empire Linen Bond
Colonial Bond
Mount Royal Bond

Bonds (Laid)

Standard Pure Linen
Crown Linen

Loose Leaf Ledgers

Superfine Linen Record
Earnscliffe Linen Ledger

Writings

Donnacona
Canada
Columbia
Monogram
Arcadia
Maple Mills

Specialties

Rolland Antique Vellum
Rolland Antique Linen
Rolland Parchment

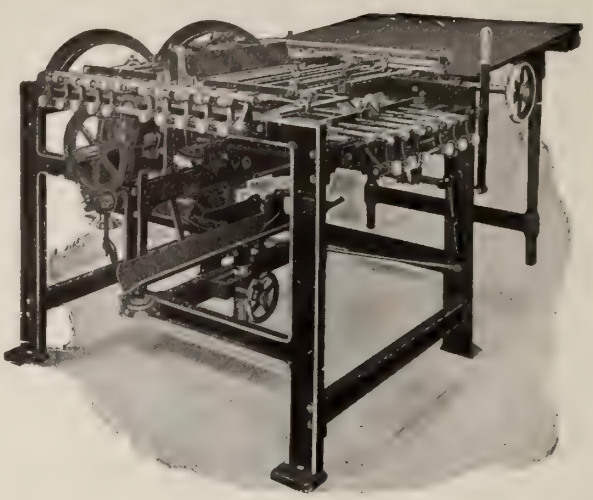
These papers are sold by the leading jobbers throughout Canada. They are in constant demand by consumers.

The Rolland Paper Co., Limited

High Grade Paper Makers Since 1882

Montreal, P.Q. **Mills at St. Jerome, P.Q., and Mont Rolland, P.Q.**

BROWN Folding Machine



No. 134 Book Folding Machine

Just a Little Better than Any Other Folder on the Market.

A Favorite in Canada—Let Us Explain Its Superior Points.

H. J. LOGAN 114 Adelaide Street West **TORONTO**

Bookbinders' and Printers' Machinery

Sole Agent
BROWN FOLDING MACHINE CO.
ERIE, PENN.

Sole Agent
LATHAM MACHINERY COMPANY
CHICAGO

LATHAM

MONITOR Multiplex PUNCHING MACHINE

A Modern Machine for Modern Conditions

Conditions of to-day are making it plain that old methods of production won't do. Modern requirements require modern machines—appliances that save labor and produce work rapidly.

The Latham MONITOR Multiplex has won an enviable reputation for efficiency and economy. Heavy, rigid, simple, fast and built to last.

No Tools Required for Locking Punch Head in Position.

Sold in Canada by

H. J. Logan 114 Adelaide Street West **Toronto**

LATHAM MACHINERY COMPANY

NEW YORK CHICAGO BOSTON

CALENDAR ENVELOPES

MANILLA *KRAFT* *GLASSINE*

Send Us Your Specifications Now

WE ARE ENVELOPE
MANUFACTURERS FOR
THE

TRADE ONLY

Prompt Service

TORONTO ENVELOPE CO., LIMITED

119 Adelaide Street West
TORONTO

PROGRESS BOND

MADE IN CANADA

The Economical Paper

Strength, quality and **Reasonable Price** have made Progress Bond a **real** favorite with buyers of paper throughout Canada.

Stock in seven colors—**White, Buff, Pink, Green, Blue, Golden Rod** and **Canary.** Standard weights and sizes. Ideal for Order Forms, Cost Reports, Delivery Forms and all other forms where good and strong, low-priced paper is required.

Prompt and Efficient Service

UNITED PAPER MILLS LIMITED

64 John Street North
Hamilton, Ont.

66 Temperance Street
Toronto, Ont.

LABOR COSTS

Must Be Considered

In the bindery, quality and quantity of output are essential elements in producing profit. Lost time, poor work, broken promises, due to indifferent machine equipment add to the labor cost, so that many times a reasonable quotation on bindery work shows a loss instead of a profit.

IF YOU HAVE

"Seybold" Paper Cutters, "Hickok" Ruling Machines, "Perfection" Wire Stitchers

in Your Bindery You Are Making the Most out of Your Opportunities.

Send for descriptive matter which will explain in detail the construction and operation of these machines.

THE J. L. MORRISON CO., TORONTO

445-447 KING STREET WEST

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber For

POST CARD—MAPLE LEAF—BEAVER *and* EMPIRE BRISTOLS

Made in Canada by

THE DON VALLEY PAPER CO. LTD.

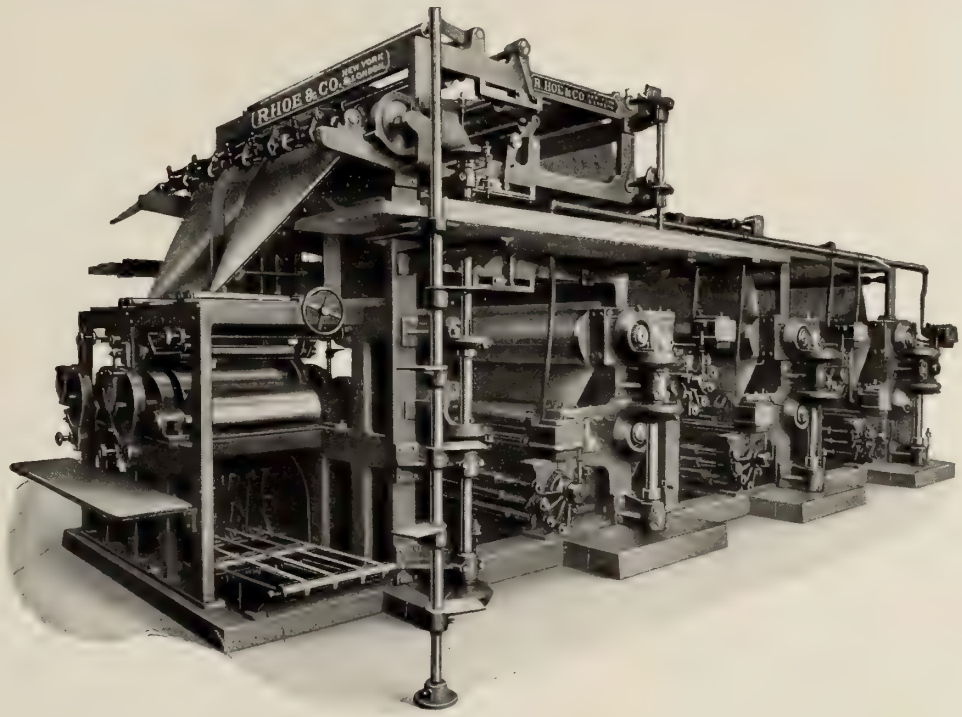
TORONTO, CANADA

Net Output is What Counts

In these times of high costs and heavy operating expenses, economy and efficiency are the prime requisites of success.

Hoe presses give the maximum net output and combine quality with quantity of product, thus relieving the publisher of pressroom worries and insuring the highest efficiency and greatest economy in newspaper production.

Hoe New Model Superspeed Low-Type Unit Press



The Speediest and Most Efficient Newspaper Press Made

Running Speed as a Sextuple:

80,000 or more papers per hour of 4 to 12 pages.
40,000 or more papers per hour of 14 to 24 pages.
20,000 or more papers per hour of 28 to 48 pages.

New and Distinctive Features

Improved Ink Distribution and Patented Ink Pumps, Doing Away with Ink Fountains and Ductor Rollers; New Design Plate and Impression Cylinders with Special Bearings, Reducing Operating Power to the Minimum; Cylinder and Main Gearing of New and Special Construction; Independent Vertical Driving Shafts for each Printing Unit; Improved Folder Drive; also the Hoe Rotating-Blade High-Speed Folding Mechanism, Quick-Acting Plate Clamps, Locking Roller Sockets and other Hoe Patented Improvements.

All Parts Readily Accessible From Floor; Extra Heavy and Rigid Construction Throughout.

R. HOE & CO.

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THE A. WHYTE PAPER CO.

Book Papers, Bonds, Writings
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RIGHT QUALITY——RIGHT PRICE——PROMPT SERVICE

Mail Orders Given Special Attention.

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J. & W. MITCHELL

Bordesley Paper Works, Birmingham, Eng.

Manufacturers of

Tin Foil Papers (*Plain and Embossed*)

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L. S. DIXON & CO., LTD.

British Papers of all kinds

Stereo Papers a specialty
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Established 1879

GOES

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BLANKS OF QUALITY

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STOCK CERTIFICATES
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STOCK CERTIFICATE BINDERS

PERFECT ATTENDANCE CERTS.
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CORPORATION RECORD BOOKS

QUALITY ART BLOTTERS
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42 West 61st Street Chicago, U.S.A.

Samples on Request

Printing Papers

From the first handling of the raw materials to the number of nails in the case every process in the manufacture of **Warren's Standard Printing Papers** is attended by tests for folding, tearing, breaking, weight, thickness, etc., to prove that the paper is being made up to the **Warren** standard.

J. M. Dent & Sons, Limited
Sole Agents in Canada for

John Dickinson & Co., Limited

Phone Main 585 TORONTO 25 Melinda St.

Ring Those Dates on Your Business Calendar

FOR they mark a convention of supreme importance, the 33rd annual gathering of the United Typothetae of America, Hotel Commodore, New York.

Then When the Dates Come—You Come

There is something at this convention of vital interest to you as a Printer. There will be the exchange of constructive ideas, the meetings between men who have similar problems, the factful talks by Printers who have succeeded and who have suggestions well worth adopting.

UNITED TYPOTHETAE OF AMERICA

Mark Well the Mark

This will be a *business* convention—of too much importance to be missed. So note the dates now.

Make your reservation direct to the Hotel Commodore now, and insure a room right at the convention headquarters.

UNITED TYPOTHETAE OF AMERICA

(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

General Offices: 608 South Dearborn Street, Chicago

"Not Conducted for Profit"

WE WISH TO ANNOUNCE THE SALE OF

Six GOSS *"High-Speed" Octuples*

TO

The Chicago Daily Tribune

The phenomenal growth of *The Chicago Daily Tribune* has made it necessary to provide the most efficient press-room equipment possible. After thoroughly investigating the merits of all makes of newspaper printing presses they decided in favor of GOSS Machines.

FOR SALE

In connection with the above large order for new "GOSS" Octuples, we come into possession of a

HOE *High-Speed Double Octuple Press*

This Machine is Only 2 1-2 Years Old.

We offer it For Sale either as a Double Octuple, or as Two Single Octuple Presses.

Write For Full Particulars.

THE GOSS PRINTING PRESS CO.

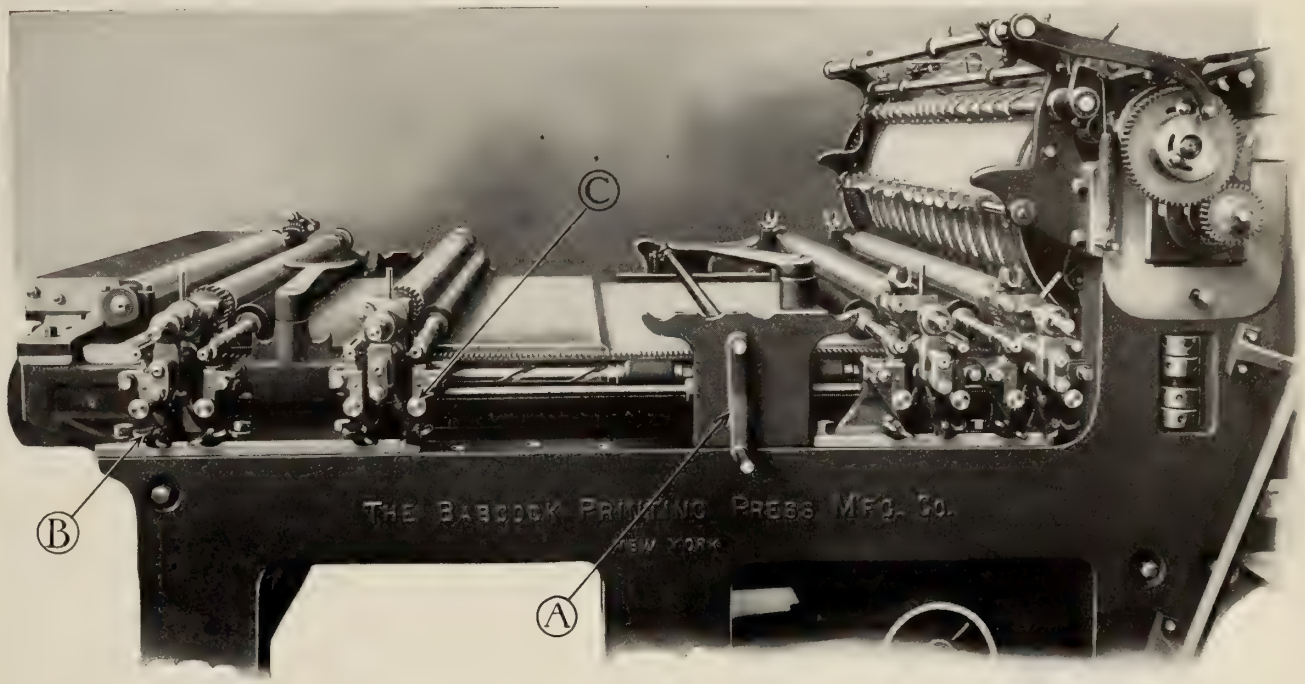
MAIN OFFICE AND WORKS

1535 SOUTH PAULINA STREET

CHICAGO, ILL.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., LONDON

BABCOCK



Economy for the Employer and Convenience for the Operator

SAVE THE ROLLERS

On the BABCOCK OPTIMUS, when full distribution is not required, a turn of the thumb nut "B" throws any roller out of action without removing it from the bearings. *A great convenience in hot weather when rollers are melting.* The thumb screw "C" adjusts the height of rollers, without using a wrench.

INTERCHANGEABLE ROLLERS

Positively Driven

All rollers—form, table, and duct—are interchangeable with each other. When ordering new rollers, buy for the form, and use the older rollers for the table.

UNIVERSAL ROLLER CONTROL

A Lunch Hour Convenience

A half turn of the crank "A" instantly throws *all* form and table rollers out of contact with form, vibrators, and ink table. No locking or unlocking—just that half turn—and when the crank is turned back, the rollers are again active without having changed their adjustment.

THE FOUNTAIN TRIP

Operates automatically when the press is tripped, if the operator so desires. If continuous inking is desired, the change is instantaneous, while the press is running.

If you do not think that the UNIVERSAL EQUIPMENT on the BABCOCK OPTIMUS stands for "Dollars Saved," compare our methods with those used on **other** cylinder presses.

Our Best Advertisements Are Not Printed,—THEY PRINT!

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

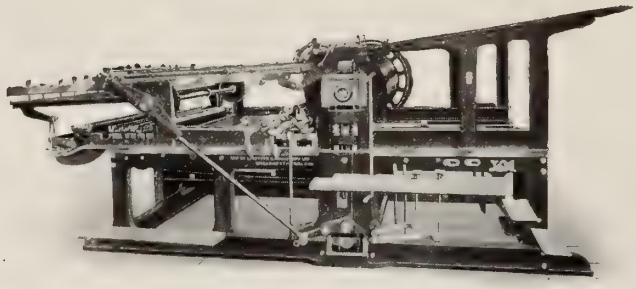
NEW LONDON, CONN. **NEW YORK OFFICE, 38 PARK ROW**

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.
John Hadden & Company, Agents, London, E.C.

Miller & Richard, General Agents for Canada: Toronto, Ontario, Winnipeg, Manitoba.

TRADE L&M MARK

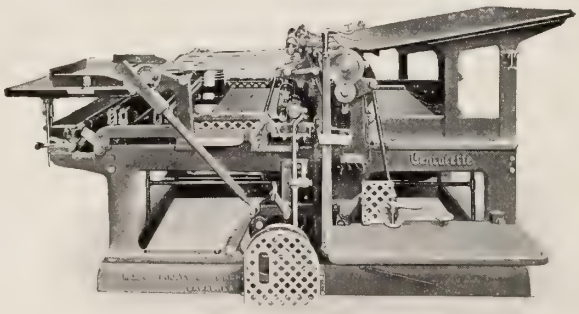
British-Built Letterpress and Lithographic Machines



THE L&M TWO-REVOLUTION PRESS.—This press has a wide reputation for the excellence of its half-tone and colour printing. Its strong rolling power, firm impression and dead register emphasize the correctness of its design and the skilled workmanship employed in its construction.

It is built in six sizes. The largest press takes a sheet up to 46″ x 66″; the smallest press up to 26″ x 39½″.

Its speed varies between 1,600 and 2,400 impressions per hour, according to size of press. Many users have coupled automatic feeders to these presses, and are producing highest grade printing at the top speeds.



THE CENTURETTE.—This two-revolution press has a wide reputation for the excellence of its book and job printing amongst printers in the United Kingdom and Colonies, and throughout the Continent of Europe.

Its highest speed (it is built to run at the rate of 3,000 impressions of a 37″ x 24″ sheet per hour) has enabled printers to take full advantage of automatic feeders.

It is solidly built, its design is simple, but effective, its working parts are few and easily adjustable, and its ductor, cylinder and bed are readily accessible.

The Works of Linotype an
where the machines here il
registered name L&M—the trad

Letter-press

Canadia

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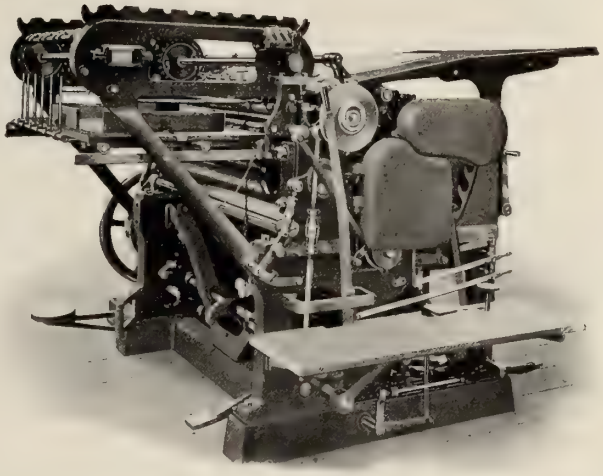
Tor

TRADE L&M MARK

lachinery, Ltd., England,
rated are made under the
rk that guarantees Quality

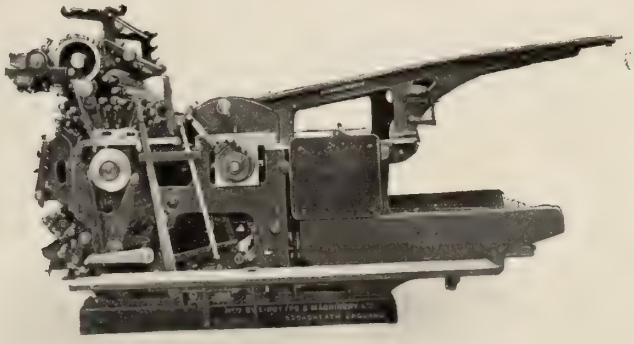
If you have not yet received pamphlets descriptive of these machines please send for copies



THE L&M OFFSET LITHO ROTARY has built up for itself a reputation for colour work in dead register. Its accessibility and ease of control combine in making the press an exceptionally rapid machine at all periods of production.

It is built in three sizes, taking sheets up to 52″ x 37½″, 45½″ x 33½″, and 37″ x 25″, which are delivered printed side up without the aid of tapes or sticks at the rate of 2,500 and 4,000 per hour, according to size of press.

Litho-graphy



THE L&M (DIRECT) LITHO ROTARY.—This press produces the finest lithographic colour work at the rate of 2,000 impressions per hour.

It has several special and exclusive features, and all that expert knowledge and skill can do has been done in the designing and building of this direct-printing litho rotary press.

It is made in four sizes, and takes the following maximum sheets: No. 0, 47″ x 65″; No. 1, 44″ x 64″; No. 2, 35″ x 48″; No. 3, 32″ x 42″. All sheets are delivered printed side up.

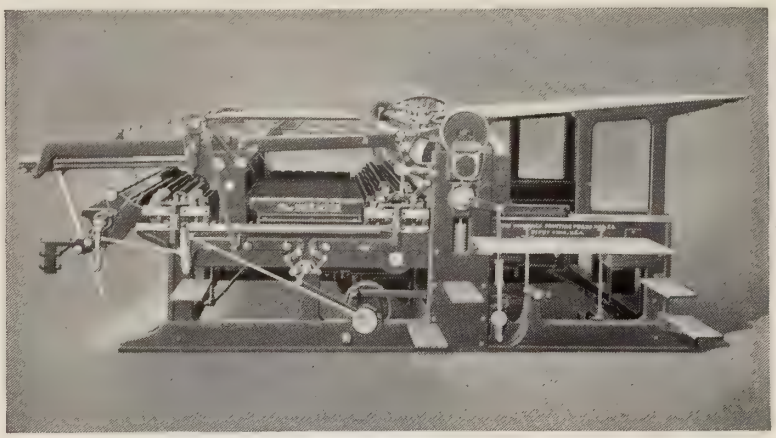
Office

o these machines
essed to

inery Limited
type Limited
ace Street
to

THE DRIVE—register, speed, smoothness of operation—
THE IMPRESSION—true, unyielding, quick to make ready, minimized plate wear—
THE DISTRIBUTION—more rollers, better ink cut-up, ease in setting and holding color—
THE DELIVERY—quick change from fly to printed-side-up and vice versa, avoidance of slip-sheeting—

these, the basic devices of the modern two-revolution press, worked out to the highest stage of mechanical perfection, are embodied in



The PREMIER

It is the Best of All the Two-Revolution Presses

Let Us Tell You About It!

We also manufacture
- *The* Whitlock Pony
- *The* Potter Rotary Offset Press
- *The* Potter Lithograph Press
- *The* Potter Rotary Tin Press

All Leaders in Their Field

PREMIER & POTTER PRINTING PRESS CO., Inc.
SUCCEEDING THE WHITLOCK AND POTTER COMPANIES
1102 Aeolian Bldg., 33 West 42d Street
NEW YORK

Canada West:
MANTON BROS.
105 Elizabeth St.
Toronto

Maritime Provinces:
PRINTERS SUPPLIES LTD.
27 Bedford Row
Halifax, N.S.

Canada East:
GEO. M. STEWART
92 McGill Street
Montreal

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Saskatchewan Division C.P.A. in Session

Many Papers of Real Practical Benefit

THE Third Annual Convention, Saskatchewan Div., Canadian Press Ass., Inc., met in Convocation Hall, University of Saskatchewan, Saskatoon, on Thursday, May 29th, sixteen members being present, together with a number of ladies; President W. J. Taylor of the C.P.A., and President Murray of the University of Saskatchewan.

President McIntosh in opening the Convention explained that the smallness of the attendance was accounted for by the industrial unrest throughout the country, many of the members being deterred from attending by the fact that the roads would be tied up through the strike.

President Murray welcomed the delegates and assured them that he and members of the faculty would do everything possible to make the Convention a success and expressed the hope that the meetings would be as pleasant and profitable as possible. He said it was a pleasure and privilege to be able to co-operate in promoting the interests of journalism in Saskatchewan, and that this was but a beginning on the part of the governing bodies of the University.

President McIntosh in reply thanked President Murray for his kind offer of co-operation, and stated that the fact of the meeting being held in the University was proof of the assistance the University had rendered the Association in all its undertakings during the past year.

The convention then took up the discussion of the Weekly Newspaper, the first contribution being a paper by F. C. Bray, of the Guernsey *Standard* on the "Equipment and Lay-out of the Weekly Newspaper Office." This was a splendid presentation of a great many phases of this subject and was followed by helpful and interesting discussion.

Mr. Jas. Macdonald of the Unity *Courier* contributed an able paper on the "Development of Local Advertising in the Weekly Newspaper."

On resuming in the afternoon, President Taylor of the C. P. A. gave an instructive talk on "The Business End of the Weekly Newspaper," and was followed by Mr. T. M. Marshall of the Weyburn *Review*, whose theme was the "Job Department of the Weekly Newspaper."

W. A. McLeod, Editor of *Publications*, Regina, gave an address on "The Ideal Country Newspaper," in which he emphasized the importance of making it as attractive as possible with well-balanced news-pages, with the local news displayed as is the "*World News*" in the Daily Paper. The Association was extremely fortunate in having as the principal speaker Professor W. P. Kirkwood, Editor of *Publications*, University of Minnesota, U. S. A., whose contributions to the Thursday and Friday sessions were among the ablest to which the newspaper men of Saskatchewan have ever been privileged to listen. His subjects were: "A Free Press and a Free Country," and "Independence and Co-operation." He impressed the fact that without a Free Press we can never have a Free Country, and it is through the newspaper that we form our judgment on all questions of the day.

At the evening session a paper by Mr. Dunbar of the Estevan *Mercury*, on the "Editorial: Its Value, Place, Scope and Purpose in the Weekly Newspaper," was read which aroused considerably discussion.

The Secretary's Report for 1917 and 1918 was submitted and adopted and a committee of Messrs. Macdonald and Ashwin was appointed to audit same. They reported at the Friday morning's session that the accounts were found to be in order and their report was adopted.

Messrs. Marshall, McDonald and Hodgins were appointed a Resolution Committee, and the accompanying report submitted by them was adopted. Messrs. W. J. Taylor, President C. P. A.; Professor Kirkwood, J. W. Reid, were appointed a committee to judge the papers submitted in the Newspaper Efficiency Contest and their report was as follows:

SEVEN COLUMN PAPERS.

1st Yorkton *Enterprise*	18	points	out	of	possible	20
2nd Weyburn *Review*	15½	"	"	"	"	20
3rd Wilkie *Press*						

SIX COLUMN PAPERS.

1st Dodsland Prairie *Times*	20	"	"	"	"	20
2nd Shellbrook *Chronicle* ..	11	"	"	"	"	20

FIVE COLUMN PAPERS.

1st Watson *Witness*	10	"	"	"	"	20
2nd Star City *Echo*	9	"	"	"	"	20

The committee considered these papers among the most creditable of their class in Canada, and complimented them on serving their respective communities so well.

On motion of Messrs. Marshall and Hodgins, it was unanimously decided that the present office bearers should be continued in office until the next meeting of the Association and that the question of holding an adjourned meeting in the fall be left in the hands of the executive with full power to act.

President McIntosh, on behalf of the executive, thanked the members for the confidence reposed in their officers and for their hearty co-operation in the work of the Association throughout the year.

On motion of Messrs. Marshall and McDonald, Mr. J. W. Reid, King's Printer, and W. McLeod, Editor of *Publications*, were made Honorary members of the Association in recognition of their position and the kindly interest they have have shown in the work of the Press of the Province.

On motion of Messrs. Marshall and Hodgins, the executive was instructed to appoint a commission to prepare and submit a report to the next convention on the standardization of prices of advertising and cheap printing,

and to consider the matter of co-operation in advertising.

On motion of Messrs. Macdonald and Marshall, the hearty thanks of the Association were extended to Professor Kirkwood for his kindness in attending the convention and the sincere appreciation of the members was conveyed to him for his very instructive and inspiring address.

President McIntosh expressed the thanks of the Association to President Murray for placing the faculties of the University at the disposal of the members and for his co-operation towards making the convention a success. President Murray in reply assured the Association that it had been a pleasure to assist in this matter and gave the assurance that if it was decided to hold the next annual convention at the University, the University authorities would grant all the assistance possible towards making it a success.

President Taylor was thanked for his attendance and interest in the work of the Association and, in reply, expressed the pleasure it afforded him to be present, and added that the University of Saskatchewan and its President, Dr. Murray, had the distinction of being the first in Canada to offer their faculties to the Press and he was sure the example set by them would be followed by other Universities of Canada.

Convention adjourned to meet again at the call of the executive.

Midland Counties Session

The Annual Meeting of the Midland Counties Press Association was held in the City Council Chambers, in the city of Peterborough, on Friday, May 30th last.

The following officers were elected for the coming year:

Hon. President: Mr. T. P. Lancaster, of Havelock *Standard*.

President: Mr. Chas. Mundy of Oshawa.

Vice-President: Mr. John Deyell on the Lindsay *Warder*.

Sec. Treasurer: Mr. D. D. C. Dawe of the *Examiner*, Peterborough.

The Executive Committee: Mr. Leslie Wilson of Cobourg *Sentinel Star;* Mr. Geo. James of Bowmanville *Statesman;* Mr. W. S. Given of Millbrook *Reporter;* Mr. W. H. Kellar of Uxbridge *Journal;* Mr. C. A. Kingston of Campbellford *Herald*.

Mr. C. L. Jones, Cost Counsel of the Master Printers' and Bookbinders' Association, of Toronto, was present and gave a very interesting and instructive address on the many advantages of Cost Finding Systems in Business, as well as some of the different methods which brought out the same results. It was certainly an exceptional treat for those present.

The next meeting is to be held in Cobourg on the first Friday in October next.

Sorry—And Glad To Be Put Right

Tillsonburg, Ont.

Editor PRINTER AND PUBLISHER,
Toronto, Ontario.

Dear Sir:—In your issue just received, we notice you have made an error in your item pertaining to Mr. Ross V. McGuire, purchasing the Thamesville paper. Mr. Wm. McGuire hasn't published the Tillsonburg *Liberal* for about sixteen years and it has been owned and published by the undersigned for the last nine years.

Also Mr. Wm. McGuire is not a former postmaster, but still is postmaster of Tillsonburg.

Yours truly
ALBERT V. JOHNSTON.

He's a Regular Puzzler

The Estevan *Mercury*:—Editor Dornan, of the Alameda *Dispatch*, was a visitor in Estevan on Wednesday. The differences that at once mark Dornan as distinct from the ordinary garden variety of editors are his wholesome complexion, his guileless smile, his good clothes and his auto. How he has acquired them and continues to retain them, is one of those things that stick in the gizzards of his less fortunate brothers of the craft.

The Late Alexander Wright

Alexander Whyte Wright, one of Canada's greatest journalists and vice-chairman of the Workmen's Compensation Board, died at his home, 105 Macdonell Avenue, Toronto, after an illness lasting for some weeks. Mr. Wright sustained a stroke about a year ago, and although partially disabled he managed to keep at his duties, but another attack a few weeks ago left him helpless, and the end came after a short period of unconsciousness. Mr. Wright was born in the Township of Markham, in 1846, and after receiving his education at New Hamburg schools he entered the woollen business in 1863, at which he remained for some years before taking up journalism. Becoming a reporter on the Guelph *Herald*, Mr. Wright worked his way steadily upward, until he came to Toronto as editor of *The National* in 1878, returning to the editorship of the Guelph *Herald* in 1878, where he remained until he came back to Toronto again in 1882.

Not only was Mr. Wright a newspaper man, but he was closely associated with the politics of the Conservative party since 1875, when, with a deputation of six, all of whom have since pre-deceased him, he waited upon Sir John A. Macdonald, then leader of the Opposition at Ottawa, in the United Empire Club Rooms, urging him to adopt a protective policy for the benefit of Canadian industries. The sextet which waited on Sir John were: Hon. Isaac Buchanan, Hamilton; John Maclean, father of W. F. Maclean, M.P.; William Wallace, M.P. for Norfolk; W. H. Fraser of Toronto, David McCullough of Hamilton and Mr. Wright.

Somewhat of a Swan Song

Rocanville (Sask.) *Record*:—After three years of fairly strenuous effort to preserve some semblance of its former vitality in this great moulder of public opinion, the writer, with this issue, ceases to function. In other words, our lease of editorial life in Rocanville has expired, and with a sigh of relief, mingled with some regret, we will, on June 1st, pass over to the owner and erstwhile publisher, Mr. Geo. E. Jenkins, all the glory, profits and other appurtenances pertaining to the work of publishing this country weekly.

If the *Record* is not now all that might be desired (and we know full well that it is not) there are at least two good and sufficient reasons why this is so, viz., inability and lack of endurance on our part, and weak kneed and grudging support on the part of some of those in whose power—and interest—it was to lend a helping hand. Not philanthropy, but a little more of the spirit of give and take, live and let live.

Given fair support there is little or no reason why the *Record* should not be a real newspaper, but it requires money to buy ability and service. Under the circumstances, we feel that we have gone the limit

Our chief regret lies in the fact that we are now called upon to part from many kind and loyal friends, those who turned a deaf ear to the siren call of the city printing peddler, and those who have, outside of the actual business sphere, made what little success we have had possible, and life worth while.—T. D. MANNING.

Five Days for Brainsters

A five-day week for brain workers on the London *Times* has been inaugurated by Lord Northcliffe. It includes editors, copy-readers and reporters. The system shortly is to be extended to *The Daily Mail* and his other daily publications. Fleet Street is aghast at the carrying over into newspaperdom of the Northcliffe methods long in vogue on his weekly and monthly publications.

Toronto *Globe*:—The number of daily papers published in Canada has shrunk from 135 to 126 during the past year, according to McKim's Directory. The high price of paper leaves its mark in the wreckage along the difficult road the Canadian Press has had to traverse during the past five years.

Claims to be the Oldest Printer in Canada

Samuel Reid Started in the Year 1858

IT was on July 12th, 1858, that Samuel Reid, who has more years of active service to his credit as a printer than any other man in Canada, came to the *British Whig*, Kingston, a lad of fifteen, and for over half a century he served in the composing room with only a few interruptions. He recalled some of his experiences the other day and many of the incidents at the time when the Dominion was being welded into a nation, demonstrating the difference between the modern newspaper plant and that of sixty years ago when the veteran tied on his apron and started to chase type lice as a printer's devil.

SAMUEL REID

"It was a terrible day when I entered the *Whig*, even though it was the Glorious Twelfth," recounted Mr. Reid. "The rain was coming down in torrents and I don't think I have seen such a fearful storm in all my days. The streets were like small rivers and the boardwalks were washed away by running water, making it impossible for the Orangemen, who were ready with full regalia, to hold their parade. Well, I started in as a devil and my first job was daubing an old Washington hand press with ink. The *Whig* was housed in a room on a side street at that time and besides the type cases there were only two hand presses to get out the paper. The director of the machines was the late John Kennedy, who died in Albany, and who was my instructor in the art of sticking type.

"Dr. Barker was the editor and his assistants were Dr. Neish and Charles Sangster, the Canadian poet. After I had been in the composing room for several months I was transferred to the commercial department and worked under the supervision of Mr. Sangster. There was very little local news in those days and Dr. Barker's two assistants were generally able to handle everything except when some big stories cropped up. For a time I had to study stenography and when I became proficient Dr. Neish initiated me into the mysteries of journalism. Day and night I wandered around the old town visiting the wharves, the police court, and the city council, and I also had to cover the fights which occurred nightly in those times when street lights were not so brilliant as they are now. Religious and political controversies in those times were pretty sharp and being a cub reporter I had a strenuous time of it. Before I was out of my 'teens I was sent out to help Sangster write up the visit of the Prince of Wales, who afterwards became King Edward VII, and I also covered some of the Confederation celebration in Kingston with the late E. J. B. Pense.

"Political bitterness ran pretty high in those days and I remember one day at Odessa when nominations for the Legislative Council were being made I had to take notes amid the noise, fights and stone throwing. I escaped from the meeting with no bones broken but I was compelled to write out my report in the shadow of two stacks of hay to escape the threats of both parties against the newspapers. Especially in the campaigns between the late Sir Henry Smith and James Morton there was always a battle, but at the declaration in he election between Sir Henry's and William Ferguson I was captured by a buxom farmers wife for writing 'lies' about her hubby in the *Whig*.

"As a matter of fact I was a jack of all trades in the *Whig* office. Besides reporting and type-setting I had to keep charge of the payroll, the accounts, the circulation lists and anything else that the rest were too busy to look after. I used to collect accounts and solicit advertising, and it is a sad fact that I cannot recollect a single merchant now alive who was in business at that time.

"In my first days at the *Whig* I was paid $1.50 a week and counted myself very lucky when I was raised to $2.50 after several years of service. Then I started to set type and my pay was raised again, but the foreman, William Macfarlane, as decent a man as ever lived, whom Dr. Barker used to swear by, was only drawing six or seven dollars a week at the time. After I had learned to set up type I was able to make up about a thousand ems an hour and I certainly was proud of the first four thousand I set up in one morning. Of course there were no machines and everything was set in brevier, bourgeois or primer type. It was then laid on the stones and locked in the forms by means of wooden quoins.

"The first presses which were used by the *Whig* were small affairs run by hand. One was for the eight-page weekly and the other for the six-page daily. Generally I had to turn the crank when I was learning my trade and the sheets were taken off by one of the men who had to fold them. They were, of course, dampened in order that an impression might be made upon them. Such a thing as a roll of paper was unknown in those days and the sheets had to be put in by hand. Still the circulation was pretty small and we seldom had trouble in keeping up with the demand for copies. If the devils ever got lazy the foreman was always ready to give us a crack over the back with the shooting stick to wake us up. Many were the beatings I had in the old days until my back was as sore as my hands which were terribly blistered from turning the crank on the press. Why the devils nowadays don't know what work is. Even after I learned to set type I have seen myself working until three o'clock in the morning by lamplight and then coming down at seven o'clock to start in again. But I don't regret it and my memories of the *Whig* are the fondest I have."

Except for a short period when he worked in New York, Boston and Richmond, Va., Mr. Reid has been in continuous employ of the *Whig* and is still on the payroll although he has ceased to perform many active duties. During his sixty-one years' association with the *Whig*, Mr. Reid has seen its growth from a humble six-page sheet to the prominent position it now holds in Eastern Ontario, and he has followed it through its various vicissitudes of fortune. His proudest moments come when he is able to spend a few minutes in the composing room and set up a stick or two of type for an advertisement. Of the staff of the *Whig* in the old times all have written their last 30 and Mr. Reid alone survives. It is several years since he has been actively employed but he is still acknowledged to be an honorary member of the staff and he comes down regularly on Friday afternoons for his customary wages.

"I want to be on the *Whig* staff until I die," said Mr. Reid the other day, "and my only regret is that I can't walk fast enough to get down every day to set up type like I did in the old days." However a whiff of printer's ink and a peep into the type cases now and again are like a tonic for "Sam," and it seems as though the instincts of a printer will stay with him as long as life itself.

Paid Its Compliments to Watterson

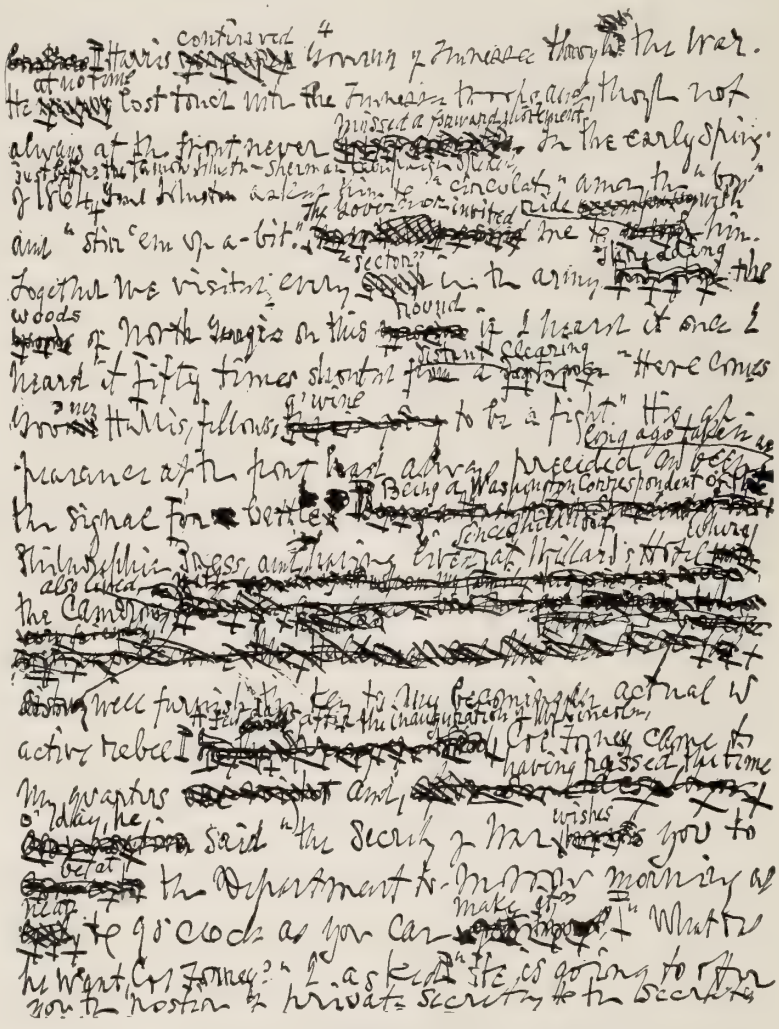
Much-Loved Editor Had a Real Punch

LINES O'TYPE NEWS, a paper issued by the Linotype Publicity Department, recently devoted considerable space to a review of the Marse Henry edition of the *Courier-Journal* of St. Louis. Reproduction of the following items serve to show what a merry time the employees of the composing room had when they turned out the Marse Henry edition:

To Mr. and Mrs. Watterson:

What can we, your Boys of the Composing Room, say or do on this auspicious occasion that will add to your pleasure, that will express our joy in your happiness? We may be good "composers," but we lay no claim to being writers. So—our hearts to-day throb with yours, our minds recall only pleasant things, our tongues and pens record plain, pleasing words. God bless you and keep you for many years to come! So say we all—every one!

To you, Mr. Watterson—Marse Henry!—Grand Old Man!—The Big Boss!—we extend greetings. We love you! We have struggled with your execrable copy these many years, doing our best to decipher the hieroglyphics, yet knowing all the time it did not make much difference whether we got it right or wrong, as you were almost certain to rewrite the "brains" after you received your revise proof—which is the privilege of the truly great only. We have cussed your manuscript in all candor and all cuss-words when "stumped" on possibly the last word or two of a piece of copy, seeing out of the corner of our eye a "phat take" hanging on top of the hook waiting for us to come and pluck it. But we didn't mean it, honest! We have seen you rush into the composing room in a devil of a hurry to get a proof corrected, then leisurely walk over to where "Big Frank" was making up the last page of a rush extra, put your arm around his shoulders, and offer to fight him Queensberry rules or "jeff" him for a glass of coca-cola. And we have speeded up" on that proof for your sake, and envied "Big Frank" the affection you bestowed upon him.



Original Manuscript from the pen of Henry Watterson, Louisville "Courier-Journal."

HIS ONE REAL RIVAL

Do you blame any printer for mistakes in handling copy written in Chinese hieroglyphics, such as the reproduction here? Shame on you, Marse Henry! As an instance, along in the '80s in an editorial written by the same genius descriptive of a disastrous fire that swept one of the Western States, the expression "forty miles of conflagration" was set up by the "intelligent" compositor as "forty mules from California."

However, there is some consolation, Marse Henry, in the fact that Horace Greeley's copy was, in some respects, a counterpart of your own. There was a printer on the New York *Tribune* in the '50s who could read Mr. Greeley's copy as well as he could read print. Finally he became addicted to the use of alcohol to such an extent that he was discharged. In those days in the printing trade one had to have a recommendation from his last employer to obtain a position on any other paper. He applied to Mr. Greeley for one, which was readily given. In substance, it read about as follows: "To whom it may concern: The bearer of this is a common drunkard and unworthy the respect of his craft; unreliable; in fact, an all-round bum." The printer presented this to the foreman of the New York *Herald*. After an effort to read it, he asked what it was, and was told it was a recommendation from Mr. Greeley. "Then," said the foreman, "you may go to work. If Mr. Greeley recommends you, I know you are all right."

THOSE HAND COMPOSITORS

In the halcyon days of hand-set type a "hobo" printer "caught on" on the *Courier-Journal* and achieved fame by translating Marse Henry's "from Alpha to Omega" into "from Alton to Omaha"—and started for the latter place the next morning.

IS THAT THE SECRET?

I wish to say that in over fifty years in newspaper offices and thirty of them in your employ, you are the only editor I know that didn't occasionally like to rip and snort and raise Old Ned generally around the composing room. You have had cause, for God only knows what printers and proof-readers have done to you. You don't seem to have time to kick. It is your recognition of the utter uselessness of kicking that has brought you to such a ripe old age of youngness.

IT LOOKED DARK

In forty-three years' service on the *Courier-Journal and Times*, an old-timer has seen some very queer and amusing errors made in putting Mr. Watterson's manuscript in type. On one occasion he had written "Pall Mall dandy," but when the proof-readers got the proof the printer had made it say "sawmill darky." Look at the illustration opposite and you will excuse the printer.

HENRY WATTERSON
Nestor of American Journalism.

SOME FIDDLER

Many years ago, in the old hand-set days, a wandering typo "caught on" for a night's work, and in his run of copy was a take of Marse Henry's editorial. After big-eyeing from all angles, he said: "Well, I can't read it and I can't set it, but if I had my fiddle here I bet I could play the durn thing."

Want C. P. A. Meet in West

The Saskatoon Board of Trade decided to write Mr. John Imrie, manager of the Canadian Press Association, Ltd., urging that the next annual Dominion convention of that body be held in Saskatoon.

The commissioner reported to the board on the matter as follows:

"The following resolution has been passed by the Saskatchewan Press Association which met here last week: 'In view of the fact that the annual convention of the Canadian Press Association has for a number of years been held in Toronto, and that a large proportion of the membership of this association reside in Western Canada and are a long distance removed from the City of Toronto, and that as the work of the Canadian Press Association is Dominion wide, it is reasonable that the convention should be held in some city where members from the East and from the West can go with equal facility.

"Therefore the Saskatchewan branch of the Canadian Press Association, held in session at Saskatoon, in May, 1919, does hereby place itself on record as being strongly in favor of the next convention of the Canadian Press Association being held in Western Canada, preferably in the Province of Saskatchewan and in the University City of Saskatoon, and that this resolution be forwarded to the Hon. S. J. Latta, M.L.A., the Saskatchewan representative of the Canadian Press Association."

A Case of Sixes and Sevens

Thorold *Post*:—The Brantford *Expositor* discusses the relations between the pulpit and the press, suggested by a remark by a clergyman that the average reporter is unable to give a proper report of an average sermon, or something to that effect, which probably meant that his sermons had not received the space that he himself deemed them worthy of. The *Expositor* draws attention to the advantages the minister has over the reporter, inasmuch as he has a desk, notes, plenty of time, an attentive and sympathetic audience, etc.; while the reporter has only his knee for a desk, and many other things to work against. The paper might have spoken of frequent disturbances, and perhaps a preacher who talks overfast, or doubles on himself, or has a poor articulation; or some one of the many other small things which bother a reporter when he is trying to get an intelligent but necessarily condensed report of what is being said. Then likely enough just as the climax is reached someone starts a coughing spell, and kills the key-word or sentence of the whole discourse. Such trifling things occur, and have to be dealt with in the reporter's life. Which reminds of an incident which the writer met at a meeting of editors at Toronto a few years ago. Dr. J. A. Macdonald, then editor-in-chief of the *Globe*, was addressing the meeting, when at one point a saucy editor, not liking all that was being said, asked: "What does the average minister know about running a newspaper?" Quick as a flash came the answer: "As much as the average editor knows about theology."

John J. Bushell, managing editor of the Bermuda *Colonist and Daily News*, has been honored by being appointed to the Order of the British Empire. PRINTER AND PUBLISHER extends congratulations to the island editor.

Death of Henry P. Hamilton

The death of Henry P. Hamilton, at the Presbyterian Hospital, Chicago, Sunday, June 15, robs the printing realm of America of one of its distinguished figures. Mr. Hamilton was the vice-president of the Hamilton Manufacturing Co., Two Rivers, Wis.

Every printer in Canada and United States is familiar with the products of this well-known firm. The name "Hamilton" in fact has become part and parcel of practically every composing room in United States and Canada. For "Hamilton" printers' furniture and wood type is seen wherever printing is done.

In the building of this industry, the late Henry P. Hamilton played an important part.

Henry Pierpont Hamilton was born at Waucousta, Wisconsin, not far from Fond du Lac, on the twenty-first day of April, 1862. Shortly after his birth the family moved to Two Rivers. His education was received in the Public Schools of this community. His technical training was

The late HENRY PIERPONT HAMILTON.

afforded through his apprenticeship to the printing trade, which he followed in Minnesota and elsewhere for several years, returning to Two Rivers to enter a partnership with his brother, Mr. J. E. Hamilton, in the founding of the Hamilton Manufacturing Company, of which he has been the vice-president for the past seventeen years.

THE OTHER PUBLISHERS' BUSINESS

Special Advertising, Circulation and Editorial Plans

Family Herald and Weekly Star.

Farm and News Section.

MONTREAL, CANADA: WEDNESDAY, JUNE 18, 1919.

FARM TOPICS

Storehouses For Farm Produce.

Enemies

EFFECT OF LIME ON CROPS.

Breaking Virgin Prairie Land.

By E. H. Cutler, Professor of Field Husbandry, University of Alberta.

Backsetting the Same Season

FOUNDATION STONES OF NATIONAL WEALTH.

HOME SCHOOL CHURCH INDUSTRY COMMERCE

FOOD SUPPLY

CROP

LIVESTOCK

Section of page, showing new size and style of the *Family Herald* and *Weekly Star*. Further reference to this is made elsewhere in this issue. It is quite a radical departure from the big, blanket-like page, 8 columns wide.

The Saskatoon *Phoenix* is running a "Missing Word" contest, and getting results too. The idea is not new, but it can be worked quite easily in any locality. The *Phoenix* has 22 ads. of various sizes on one page. One particularly pleasing feature of the page is that the same border, a light parallel rule—one point—is used on every ad. For those who have not tried it, the idea is to have a word left out of a different ad. each day, and the first person reporting it correctly wins a prize. In this way, it is certain that the ads. on the page will be read thoroughly.

The Moose Jaw *News*, in connection with the celebration of the Centennial of the I. O. O. F. in that city, got out a couple of extra pages that had a good appeal to advertisers. The centre of the pages carried reading matter relative to the gathering, as well as sketches of leading Oddfellows. Ads. came from nearly all lines, with special reference in many of them to the Centennial celebration.

The *Saturday Globe* a few weeks ago carried a good sized section on "See Canada This Year." There was a good assortment of reading matter, dealing with the attractive holiday spots of the Dominion. The advertising, which was liberal, was secured from the transportation companies, summer hotels, etc.

The following weekly newspapers should have been included in the last published list of weekly newspapers with a yearly subscription rate of $1.50 or more: Gore Bay (Ont.) *Recorder*, Norwood (Ont.) *Register*, Hull (Que.) *Le Spectateur*, Langham (Sask.) *News*.

The "Bride Elect" page brought some nice business to the Ottawa *Journal* a few days ago. There is no end of business to be secured in this line. The *Journal*, for instance, has represented:—photographers, milliners, corset shops, furniture stores, electrical goods, grocery and provision stores, dealers in trunks and grips, flour, supplies, etc.

The Calgary *Albertan* had a "Quiz" campaign in connection with a subscription contest. A number of pictures represented well-known sayings, and one picture was run each day. Only those who had subscribed for the paper during the contest, or paid money during it, were entitled to enter the "Quiz" contest. Some 34 prizes, ranging from $200 to $5 were provided for the answers.

London *Free Press* has a nice amount of space, picked up from the resorts at Port Stanley. It is not hard to get out and hustle up a nice little bit of revenue in the supposedly dull summer season.

"Here Comes the Bride" is the heading of a couple of pages in the Lethbridge *Herald*. It is just such a page as can be secured at any time on different lines. Advertisers are generally quick to respond to seasonable and specific, rather than general, appeals. The Lethbridge paper has advertising from a photographer, electric concerns, meat stores, piano dealers, real estate dealers, and home furnishers, etc.

The speed with which makers and dealers got into print with bicycle advertising when the Toronto car strike arrived is evidence of the fact that when a thing must be done quickly the ad. columns are the medium through which to do it.

Arthur *Enterprise-News*:—The *Enterprise-News*, like practically every newspaper in Ontario, is forced to make a revision of its advertising rates. The rates charged by the *Enterprise-News* for local advertising has long been far below those in force in almost every other newspaper office in this district. We are now trying to bring our rates up to a standard which will come something near to that recommended by the Canadian Press Association and which is now generally adopted throughout Ontario. Rates for display space will be furnished on application.

The Halifax *Chronicle and Daily Echo* is putting on a circulation contest, the prizes amounting to some $15,000. The first grand prize is a Willys-Knight car, others will get Overlands, Maxwells and Fords, nine cars in all. There are numerous other prizes, and to those who do not win a ten per cent. commission is allowed on all the business turned in.

The London *Free Press* made good use of baby week, to see to it that there was some revenue as well as excitement in the event. The Child Welfare Association had an exhibit and the *F. P.* got business from photographers, bread makers, boot and shoe firms, makers of refrigerators, jewelers, etc.

Manitoba Free Press

THE STORY OF THE GREAT WINNIPEG STRIKE

AN EVENTFUL TWO WEEKS

The Winnipeg *Free Press* has sent out an issue that may well become more or less historic. The *Free Press* was forced to quit from May 16 to June 4. The above shows the first issue after the pressmen returned to work. The printers did not go out.

The *Northern Canoeist* is the title of a new periodical, the first issue of which has just appeared at Gananoque under the editorship of F. Godfrey Baker. The magazine is for the purpose of fostering interest in the Northern division of the American Canoe Association.

Sending Photos of Pages

Here's an idea from George B. Cooper, advertising manager of the Edmonton *Journal*. Mr. Cooper kindly sends the plan along to PRINTER AND PUBLISHER in the hope that it may be of assistance to some other advertising managers. There is a great possibility in this line, as it

is much easier to enclose a post card size photo in a letter than to tear a page out of the paper or send a copy of the paper under separate cover.

PRINTER AND PUBLISHER wrote to Mr. Cooper, asking for more particulars. We were also anxious to know what the inserted cut of the lady at the bottom of the page had to do with it. Our guess would be that the lady in question edits the page.

We desire to thank Mr. Cooper for the suggestion, and we are certain that others will find it of advantage.

The Retail Merchants Globe.

THE FIRST PAPER OF ITS KIND IN CANADA

SHORTAGE OF ALL STOCKS CONTINUES---PRICES LIKELY TO REMAIN HIGH

GROCERS CAN HANDLE MILK

HOW ENGLAND FINDS TRADE

Will Give News of Trade to the Retail Merchants

DROPS PRICES EVERY HOUR

PROBLEM OF BUYING MOST IMPORTANT NOW

GETS DEALERS TO PUSH GOODS

The Toronto *Globe* has commenced the publication of *"The Retail Merchants' Globe."* The paper caters to the Ontario retailers, giving news of the retail trade, and aims to encourage the adoption of better business methods. Claude Sanigan is getting out the *Retail Globe*.

Ridgetown merchants have every reason to be satisfied with the result of their first experiment in holding a special "Dollar Day." The most sceptical among them have freely acknowledged that their pessimism as to the outcome was not justified. From early in the morning to late at night the streets and stores were scenes of activity and great rivalry developed in the course of the day in efforts to render service to customers on the part of the merchants and in the effort to secure their share of the good things offered, on the part of the customers. Throughout the day there ran an undercurrent of excitement caused by the business of searching for the "Mysterious Miss Dollar."

Two-Fisted Style Still Lives

In the Ottawa House members drew attention to certain sums paid the Ottawa *Journal* for rent and advertising. The *Journal* takes care of the charges as follows:—

On the other hand, we often wonder what the dickens the public gets out of people like Mr. Lemieux and Mr. Sinclair and Dr. Edwards for the public money they get. Take the case of Mr. Sinclair. He has been in Parliament fifteen years, during which he has drawn $37,500 of sessional indemnity besides free railway tickets and free stationery, and what has he ever done or said for it except things that display blind partizanship combined with small cunning? And there's Dr. Edwards, who makes false statements in Parliament about Civil Service Commission and foolish statements about everything else, he has been ten years in Parliament and drawn $25,000 in sessional indemnity together with the rest of the parliamentary perquisites—and goodness knows it would have paid the country to bonus him to stay at home. As already said, however, Dr. Edwards and Mr. Sinclair are unimportant back-benchers, and the emolument they have raked up is petty compared with what Mr. Lemieux has cost the country. What between sessional indemnities for his twenty-three years of parliamentary service, two years and a half as Solicitor General, and five years as Postmaster-General, or Minister of Marine and Fisheries, Mr. Lemieux has collected from the public pocket something like a hundred and ten thousand dollers, and what has the public ever really got in exchange except wind?

Stand by the Town Papers

Mr. E. Trowern, the Dominion Secretary of the Retailers' Merchants Association, in speaking at Carleton Place the other evening said:—"It is the small town newspaper that is going to save this country," noting that the large city dailies were so tied up to the departmental stores and the big interests that only through the town newspapers could the people look for fair treatment. "Get behind them," he said, "and don't be afraid to advertise They depend on you almost wholly for their support."

Simply a Miscarriage of Intention

How Easy It Is To Turn Grit or Tory

By F. H. DOBBIN, Peterborough

I HAVE long maintained that many of the habits and affiliations that we have acquired come to us, as it were, by accident. That we are drawn into and accept situations we never planned for and that our surroundings from day to day sensibly and often insensibly shape our lives and futures. I believe this to be so.

For instance. I am a member of the Methodist denomination. As a child I was taken by my father or by an older sister to the Sunday school and to church. The theological part of my life I spent in that church, passing from childhood to youth and on to early and later manhood. Members of my family with me in due course. Had I been taken to the Presbyterian, or to the Baptist church and service, the result would have been the same and along parallel lines.

And further, I hold to this belief: Place a boy who has been brought up in his father's house—the father being a strong Reformer—in a blacksmith shop in which the boss and the men employed are of the Conservative complexion, infallibly and against his home training he will leave the shop a man and a Tory. Reverse the situation and put the boy of a Conservative thinking father in a cooper shop, the hands of which swear fidelity to Reform principles, and that boy deserts any instruction and inoculation he may have had at home and is ordained to clasp to his breast the aims and objects of a stern Reformer. Ask either, afterwards, and they cannot tell you why, but it was the result of association, it grew into each from association, daily and weekly, but with, to my way of thinking, this one difference, that while the Reformer may have come out with a faltering, reluctant belief, the Tory comes forth with a firm and all abiding faith. Now having laid down the general principle that we have things thrust on us, I want to prove it on myself.

My father was an old Baldwin Reformer. Just what the Baldwin Reformers stood for I need not here discuss. Those were the days for real reforms, not merely differences of opinion. But they must have been pretty good men if they were all like my father. A father of whom we used to say that he prayed each morning, "Give us this day our daily Globe." One thing he looked forward to, that some time he and his three sons would go together to the polls and administer four good Reform votes. Peace to his rest, he never lived to see the day.

At the time of which I write, and at Peterborough, were two weekly papers, one, the Examiner, owned and published by Mr. James Stratton, a Reformer of the most pronounced type. He flayed most merrily right and left when he deemed that circumstances warranted. An earnest advocate of temperance, and an opponent of the saloon and liquor dive. He and my father were working side by side in pushing temperance reform, a thing very badly needed. The local organizations urging temperance had varying success, and the men concerned were bound together by a mutual tie of association and comradeship. The other paper, the Review, was owned by Mr. Robert Romaine, a Tory of the warmest brand and a defender of the liquor interests. There was a tradition of the office, that when a young man, Mr. Romaine was accustomed to go about the streets of Montreal (where he lived as Queen's printer) with a game cock under one arm and a pair of boxing gloves under the other. In that phase of his personality a dead game sport, and the office hands so respected him beyond measure for these accomplishments. A thorough printer of the old school, wet paper, soft blanket, ample frisket, heavy impression, and that sort of thing.

At the age of thirteen I had become addicted to hanging around the Review office. A friend of mine named Ford was in the third year of his apprenticeship, so I had the entree to the office. I here regret to state that eventually he slighted the noble profession of journalism, and left it to become a mere clergyman, and has been for years and is still doing excellent theological work in the western part of the province. Would have done equally good service in the newspaper field had he stayed within the fold. But what would you have?

However, he and I were chums, and I would go with him to the office on successive Thursday evenings, (the paper was published on Fridays) and make of myself what must have been a darned nuisance. Get in somebody's way, ask questions, fuss about until the pages went to press, which generally happened at some unearthly hour in the morning, say about three o'clock, and after working all night. Why it had to be so, I never could understand, and do not even now. Just the habit, while there was no time-and-a-half for overtime. Still tradition had to be respected.

I would help fold papers, paste on labels, tie up the bundles and generally assist. The alleged foreman would perch astraddle of a case rack, mix up the letters in the caps boxes, and play doleful tunes on his fiddle. A sort of requiem to the departing newspapers, thrown down the stairs to await being taken to the post office in the gloom of the morning. Others of the thirteen journeymen would add to the ecstasy of the three hours of printing with hilarious songs, conversation and jocular repartee. I thought the whole weekly performance a sort of adventure, and in some way that I could not define, had come to the conclusion that I would be a printer. That printing in itself, while not quite a profession, was something more than an occupation. In short what one might call an avocation. To explain this thought of mine at the time, I may add, there seem to be three ways of getting a living. A profession, by which a man gains a living and never has any fun until he is too old to enjoy it. An occupation, by which a man earns a living and gives up all hope of ever having any fun, and a third, an avocation, by which one gains his living and his fun at the same time, as in the way of life of a professional baseball player, hockey player or golfiac. The avocation idea captured me.

I was at school. After a time my possible future was the subject of family discussion and conference. In these I did not participate, having been brought up to the idea that I should do as I was told. Ultimately, my father said to me one evening, "You seem to have a liking for the printing business. Go over to the printing office Monday morning and start in. By the end of the year we shall see if you like it, and if it likes you." The reader will note the reservation. This was in the first week of December, 1864.

The next day, being a Saturday, was devoted to getting ready for the great adventure. I was given a suit of old-fashioned fullcloth, all wool, woven on the hand-loom and fulled in the fulling mill. Warm, thick, hard and stiff. It would turn rain, cold, snow and verbal abuse. Fend off anything that was not fired from a gun. I had a cloth cap, pair of long-legged boots, into which I stuffed the legs of the trousers, and a special gift conferred was a long red, blue and yellow muffler, a very special benediction. This I would give a couple of turns over my head to keep my ears warm, twice around my neck to keep the cold out, crossed across my breast, wrapped around my waist, still leaving enough to tie in a knot and dangle by my side in a gaudy display. I

thought and felt that Solomon in all his glory was so arrayed. Monday morning I took to the road prompt at seven o'clock, tramped along the snowy street, reached the office building, climbed the staircase I had come to know so well, burst in the door in an impulsive effort to get to business, and asked for the boss. Many a time I had squirmed and crept out of the way of the boss, because I felt that I had been frequenting the office as a sort of interloper. But now I came as a fully accredited aspirant for employment and honors. Observe, I did not ask for the foreman, for I had gathered from certain observations hurled at me by that hand that my candidature would not find full favor in his esteem. I was after higher game, so to speak. I wanted a place in the sun. Mr. Romaine was pointed out to me, ensconced behind a barricade of piled up news print, a box or two and a case rack. Unheeding the compassionate grins of two apprentices, I presented myself, and with all the assurance of youth said, "Please sir, I'm the new boy." "The devil you are" he replied, "whose boy are you?" I told him, and shoving up from the bridge of his nose the glasses, with a gesture I afterwards came to know full well, he puased, looked me over and proclaimed that I never would make the man my father was.

Now, I put it to the disinterested onlooker, was'nt that a nice thing to say to a timid, shrinking young creature, standing as might be, with reluctant feet where the brook and river meet, a most cheerful greeting. Whether it was sarcasm, innuendo or the gospel truth, I never considered. What I wanted was a job. He called to the foreman, and told him to set me to work, and I entered on a career.

At home no questions were asked. My father was busy with his problems of contracting and building, and, anyway, I was out of the house and not bothering the women folk during early and late parts of the day. A couple of months passed and one evening as I was eating my late supper and retailing something of the office gossip, I mentioned the name of Mr. Romaine. My father, who was reading a paper with his back turned to the lamp, reached about and asked what I knew about Mr Romaine. Taken aback by the abruptness and earnestness of the question, I, with some hesitation, replied: "Why, he's the boss, the proprietor of the office." Getting up in his agitation and overturning the chair, my father blurted out, "For the land's sake, are you at the 'Review' office?" I admitted as much. "Jerusalem cherry tree," (his favorite objurgation), "I sent you over to the 'Examiner.'" "No, sir," I replied, "you told me to go over to the printing office."

The deed was done. I had walked into the camp of the enemy. I was a stranger and they took me in. All roads, for me, led to the "Review." Being there, I stayed, and am now a hide-bound Tory. Had I gone across the street I should most certainly have been and ever after, a howling Grit.

My father had arranged with Mr. Stratton that I should go to his office and learn the trade, but thus do the best laid schemes of men miscarry.

F. H. DOBBIN.

Scooping the U. S. President

London *Advertiser*:—Aside from the aggravation that may develop between France and Britain and the United States because of the insertion of the full text of the peace treaty in the Congressional Record at Washington, the enterprise of the Chicago newspaper reporter who secured the document and brought it to America will be recognized. This was probably the greatest newspaper "scoop" the world has known.

Even the exploit of Blowitz, correspondent of the London *Times*, who secured the terms of the Franco-Prussian treaty in advance of other newspapers, is faded by the exploit of Frazier Hunt, who not only secured the document, but carried it to the Government of his country, an unofficial, free-lance emissary, and had the members of Congress spread the document upon the nation's official minutes, while the President himself was refusing the text and declaring that it must not be published. It was something of a "scoop" on the President himself, and may arouse his anger, but the reporter will find his justification in the fact that Congress seized upon his journalistic prize and adapted it to the purposes of the Government.

This was not the first exploit of Hunt. In point of daring and sharp wits, it may be among the least of his journalistic accomplishments. Recently this scribe returned from Petrograd, whither he had gone by difficult ways, to ascertain the exact state of affairs in the Russian capital at a time when the Bolsheviki were in control, and massacre stories and tales of attack on foreigners were being issued. The courage involved in the enterprise would be the possession of many men, but Hunt was able, upon arriving in Petrograd, to secure access to the leaders and offices of the Bolsheviki. He was free to come and go, and he was able to send by wireless long dispatches describing conditions. His statements were anything but friendly to the Bolshevik cause, but he cleared up a lot of misconceptions, and probably brought an influence to bear upon the situation as a whole.

The war and the days after the war have been singularly deficient in great personal newspaper triumphs. Men have become famous for descriptive writing or as tactical specialists; Hunt has struck out on new lines, and shattered the dictum that the journalist of to-day must wait upon the word of statesmen and officials. Hunt had on his side of the argument from an ethical standpoint, the fact that his action was supported by the Congress of the United States, even though the President refused to make public the text on the ground that he would be breaking faith with his colleagues at the Peace table. Someone in high authority furnished the treaty to Hunt. He delivered it to the Government before printing it; it cannot be claimed that his feat is marred by a dishonorable act, and considered as the capsheaf accomplishment of recent journalistic history, it places Hunt among the immortals in the reporters' hall of fame.

But the Dear Public Read the Stuff!

Speaking of all the material appearing in print in connection with the arrest and execution of Frank McCullough in Toronto, the Owen Sound *Advertiser* says:—There has been a lot of talk about the evil influence of moving pictures, and agitation for legislation prohibiting the exhibition on the screen of pictures of crime and violence; and with this move we are fully in sympathy. But, is the influence of a "movie" any worse than that of the yards of written slush—the detailed description of how the crime was committed, how the escape was pulled off, how the recapture was made, and finally how the criminal went to his punishment "with a smile on his face, and as he stood on the trap just prior to the drop he waved his hand and cried out 'Good-bye, boys, God bless you all'"? Would the world be any worse if all that stuff was cut out, and the papers restricted to mention of the fact that the murderer had paid the penalty? We do not think so.

Editor Tells What Happened

Guelph *Mercury*:—According to Mr. A. A. Thomson, editor of the "*Canadian Blacksmith and Woodworker*," Winnipeg, who was in Guelph on Friday and Saturday attending the annual convention of the Provincial Horseshoers' Association, Bolshevist and foreign money is behind the unrest in Winnipeg. He states that when the C. P. R. shop workers walked out on Thursday, May 15, the men were each handed a translated copy of Lenine's pamphlet on "Principles of Soviet Government." Just where these came from is a mystery. "Contrary to general opinion," said Mr. Thomson to the *Mercury*, "Rev. Mr. Ivens, the self-constituted head of affairs in Winnipeg to-day, is not a foreigner, but is a Canadian, born near Stratford. He came to Winnipeg seven years ago as the pastor of a Northend Methodist Church. At the beginning of the war he commenced to preach pacificism. He preached constantly along these lines until 1917, when his congregation rebelled and he resigned."

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

Vol. 28 PRINTED AT TORONTO, JULY, 1919, No. 7

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Criticizing Canadian Journalisms

SOME of the events that have been occurring at Ottawa recently have given Canadian papers a chance to speak out in their editorial columns. The opportunity has been welcomed, as it has revived to a very slight degree at least some trace of two-fisted journalism in the Canadian papers.

The Canadian editorial writers have had too much in common for some years to permit of their style being developed along any new lines. The political situation has to a large extent been ironed out so that it is a unanimous voice that speaks for a large part of the country.

It has not required any courage at all to criticize the Kaiser. It has not required as much spunk to call the ruler of Germany a liar as it used to to call a political opponent a falsifier of facts.

Now, the press of the country has been doing a very good line of work. It was necessary to keep the cause for which the Allies were fighting constantly before the people because there were other forces right in our midst at all times ready to take advantage of any lull in that direction. But the whole thing has been too unanimous. No critic on an opposition paper was going to answer back.

As a result of all this there are editorial pages in Canada to-day that lack that spice and punch and zest that used to characterize them. There are editorial writers that feel this very thing.

PRINTER AND PUBLISHER discussed a few days ago with an eminent English journalist the standard of reporting in this country. The visitor had been in the country long enough to look around. He had attended several meetings where addresses were given by prominent men and he had gone carefully through the reports that were printed in the papers covering the event. His contention was that the work done in connection with these reports would not be tolerated on a British paper because it was not correctly done. He claims that the reporter had made the speaker say things he never said, and that at best the work was garbled and very loose. He much preferred the more laborious method of the Old Land where the speech would be taken verbatim and turned over to the sub-editor, who would take from it a quarter or half a column as required, but where all the utterances would be exactly correct.

As a matter of fact during the war local staffs have not had to extend themselves as they did before the war. War news had precedence. It was not confined to the front page. It wandered all over and shoved out material that would formerly would have found its way into prominence. It has been somewhat the same as with the sales staff of concerns that were working on war contracts. The old-time reporter will have a better chance now to get in his work and revel in it. There will be more space available for him.

Turning to the Smaller Page

THE *Family Herald and Weekly Star* have taken a definite and a decided step in changing the form of their paper. The type page is now about ten by seventeen inches.

This change is one that many publishers have discussed in the past, and yet very few have the courage to seriously consider, let alone act upon it.

The most popular move in recent years has been to increase the papers to eight columns. This was done by taking a half-em off each existing column. This left only nine ems to be accounted for, or to be exact, nine and a half when the extra column rule was added for the nine columns. In this way a twelve page paper, for instance, could be made to give twelve more columns, without any appreciable difference in paper costs or press work.

There is no doubt that the eight-page, 12½ em column paper is here as the standard for some time to come, but there is much to be said for the new size paper that the *Family Herald and Weekly Star* has brought out. In the large centres, a very great number of papers are read on street cars. The advantage of having the small paper, with more pages, can easily be seen for that purpose, as it is almost impossible in the crowded condition of the cars at the hours when papers come out to do anything better than read the front page. Even apart from this there is no denying the fact that the smaller page makes better reading at any time, in the home, the office, or any place else.

It would be rather interesting to know just how a daily would work on these lines. What, for instance, would the news editor do for a real honest-to-goodness streamer that was intended to be read a block away? The answer to this is that the paper would nine times out of ten be better off without the streamer that could be read a block away. A number of papers got the front pages worked up to a high pitch—a sort of feverish excitement—during the war, and the determination seems to be to keep them there. If there is anything that is painful it is to see very ordinary news dolled up and dressed up to look like a real sensational story. But that is getting away from the merits or demerits of the small and large page.

PRINTER AND PUBLISHER can recall some years ago hearing a well-known Ontario publisher stating that he would like to see the smaller page tried out. Of course there was considerable expense in connection with the idea, hence the "trying out" was to be done by someone else.

We believe that the *Family Herald and Weekly Star* will find out that they have made a sane move in changing the size of their page. Their issue before was becoming cumbersome and not easily read or passed around to members of the family. The present size takes nothing from the value of the paper as reading matter or as an advertising medium, and it adds to it that it is more readily handled or filed away.

No Need for Any Break in Ranks of C.P.A.

Organization Should be Preserved Intact

PRINTER AND PUBLISHER asked Mr. A. Fry, proprietor of the Dunnville *Chronicle*, how he, as a member long associated with the C. P. A., regarded the move for reorganization, as proposed by members of the daily section. Mr. Fry's opinion is as follows:—

The proposition came "like a bolt from the blue." There is no doubt the C. P. A. has been a powerful factor in bringing the publishing business up to the highly improved position it now occupies, from all three viewpoints—circulation, advertising and job printing, and it seems incredible that just when the highest ideals of organization had been realized, such a radical retrograde step should be taken as is proposed. Admittedly there are difficulties, but if they were approached in more of a spirit of unselfishness they would not be insurmountable. For a long time suspicion and lack of confidence between the various component parts of the association have kept that body from realizing to the full the fruits of its nationalization, and if these feelings are to continue the rupture might just as well take place. However, I feel confident that if anything like the same effort, common sense and judgment were brought to bear as resulted in the winning of the war, our association could be preserved.

There is enough work to be done for the general benefit of the craft as a whole in Canada to warrant the continuance of the association as at present constituted, and there is absolutely no necessity for the spirit of intolerance that has been exhibited on more than one occasion.

As you are doubtless aware a few weeklies recently organized under the name of *Selected Town Weeklies of Ontario*. We have put up our own money, and undertaken an educational campaign to show national advertisers that a live weekly press has merits as an advertising medium. In our small way this is meant to do for us what the dailies propose to do for themselves, and yet the idea never entered our heads to withdraw our general support from the C. P. A.

The weekly press have never been aggressive, but if, without their seeking, a breach comes, I venture the opinion they will be perfectly capable of looking after their interests.

Faithfully,

W. A. FRY.

A Suggestion Nicely Made

Peterborough *Review*:—The late F. R. Yokome, for thirty-six strenuous years held the position of editor of the *Examiner*, a service more than any other calculated to reveal the best and the worse that is in any man if worse there be. He has been gone for over a year. Citizens of all classes, political leanings and creeds united to mourn at his passing. But nothing has been done to perpetuate the memory of the man who so unselfishly and devotedly worked for the welfare of the city, or to preserve the example he left behind him as a heritage to the living.

One year ago there died in Toronto a newspaper publisher who had been identified with the life of that city for no longer a period than covered the late F. R. Yokome's career. The Toronto editor was hardly cold in his grave before the city set out to establish a memorial as a recognition of his successful services. A new school in process of construction was named in his honor as one of the highest tributes that the city could pay and as an appreciation of the loyalty he had always shown to the cause of education.

The late F. R. Yokome was, during his life just as big, just as useful, just as talented, as sincere and devoted a man in his own sphere as was the Toronto editor whose fellow citizens hastened to honor him when he passed away. If there was any contrast between the triumphs achieved by the two men, if the influence of the one was limited as compared with that of the other, the disparity was entirely a matter of environment. The standard by which men, in public or private life, should be judged, is based on the opportunities that have been offered each.

During his service the Toronto man accumulated a fortune of nearly a million dollars. He did not lack for a measure of material reward as he labored. The late Mr. Yokome's life may have been crowned with success but in that success financial gain certainly did not figure, and as he toiled on year after year, such a question as money, if we can assume even a superficial knowledge of the man, found no place in his thoughts. With him the attainment of an ideal was his only inspiration, the sole reward which he craved.

Mr. Joseph Begley in a gracefully worded communication in the local papers revives the suggestion that the name of Central Park to be changed to Yokome Park, in memory of the departed journalist, one of whose outstanding characteristics was an intense love for the beauties of nature. His was a broad culture, which included a refined appreciation of everything that is good and beautiful either in nature, in human life, in the arts, or in literature. He was, beyond all questions, one of the most widely read and best educated men that Peterborough has ever included in its citizenship. If the suggestion of naming a park in his memory, made nearly two years tgo and now revived, fails again as it did before simply through a lack of leadership there are other ways just as appropriate in which his memory can be perpetuated.

The city is about to build a new school. The members of the Board of Education would earn credit to themselves, if they followed the example set by the educationists of Toronto and named the new institution for Peterboro's distinguished journalist instead of making it a monument for even a member of the Royal family.

Good Money in Socialism

The Appeal to Reason, the Socialist weekly paper of Girard, as a money maker was shown in the suit of Mrs. Meade T. Hargiss of Pittsburgh, and Mrs. H. H. Stephenson of Ann Harbor, Mich., against their brothers, Walter H. Wayland and John Wayland of Girard.

Mrs. Hargiss and Mrs. Stephenson were given a verdict for $75,000 against their brothers. They sued for a division of the estate of their father, J. A. Wayland, founder of the *Appeal to Reason*, who committed suicide in Girard, on November, 1911.

At the trial at Amarillo, Tex., where the late J. A. Wayland owned property, it was brought out that in 1911, the Socialist paper made a profit of $53,000. The next year the profits dropped to $35,000, but rose again to $58,000 the following year.

Mrs. Hargiss and Mrs. Stephenson were told by their brother that their father intended the *Appeal* to go to the sons. A letter which the late J. A. Wayland wrote to a friend, stating that the daughters were to have a half-interest in the *Appeal*, figured prominently in the trial.

During the war the Socialist paper was operated as the *New Appeal*. Recently the old name of the paper was resumed.—*Kansas City Star*.

"After hearing Dr. Glionna's evidence," declared Magistrate Cohen in the Toronto Police Court in giving judgment in the case of H. Gagnier, President of *Saturday Night*, charged with publishing literature forbidden by an order in council, "I have decided that I cannot convict. The case is dismissed." When the case was first, Mr. Gagnier pleaded justification for publishing an article entitled "What is the matter with Italy?" Dr. Glionna, Italian Consul was the Crown's chief witness.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers

By H. A. Nicholson, Manager Printer and Publisher

ADVERTISEMENT writers and lay-out men recognize eight possible elements that may enter into the construction of an advertisement. These elements include: White space, border, heading, sub-heads, body matter, prices, illustration, name and address.

There is no element of the eight just mentioned that has a better claim to be indulgently treated by the advertisement compositor than the first named—white space.

The importance of white space in displaying an advertisement can hardly be overestimated. It has great power and influence. Experienced advertisers are now using it to give force to their ads where they used to depend upon bold type. Bold type is a thing that can be easily overdone. Not so with white space. White space can always be made artistic, no matter how extensively used. You can go as far as you like with it without offending good taste—of course, assuming that it is used intelligently.

AN EXPERT OPINION

The eminent typographer, J. L. Frazier, in a discussion on white space, has this to say:

"White space is one of the most effective means of obtaining emphasis, and the more white space—up to a certain point, of course—the greater the emphasis.

"In the advertisements we see in newspapers and magazines we note all too frequently a disregard of the advantages of white space. The advertisements completely filled—maybe there will be a pica of space between type and border, maybe only a nonpareil—and the effect of the congestion makes reading difficult and gives an unattractive appearance. To do its work efficiently type must have sufficient breathing room. Reading matter ordinarily appears part way around all newspaper advertisements. The reading matter runs flush to the column-rule, which, in turn, is flush to the border of the advertisements. If the type in the advertisement is set close to the border, with an inconsiderable amount of white space between, the reading and the type of advertisement virtually run into each other. There is not sufficient break to make the advertisement stand out as a unit. If a liberal amount of white space appears between type and border of the advertisement, the type will stand out more prominently.

"While experience has shown that the most pleasing distribution of white space, from an artistic standpoint, is obtained by placing approximately an equal amount at top, bottom and sides, nevertheless, the most striking and effective distribution is obtained by massing white space in one or two places. Such a distribution adds interest, and advertisements so handled fairly pop out of the page and force one's attention upon them. Do not be stingy with white space. The contrast afforded by a liberal background of white makes it possible to gain equal prominence as afforded by larger type more or less crowded, which the increased size would naturally be, and one thereby kills two birds with one stone. He obtains the desired emphasis and, with it, an effect of neatness which the use of small type produces."

LIKENED TO AN ILLUSTRATION

An advertiser recently asked the author to prepare an advertisement with plenty of white space. "White space," remarked the advertiser, "is as good as an illustration in my opinion." There is a good deal of truth in this remark, and we may add that an illustration accompanied by a goodly portion of white space makes a mighty powerful combination. We have merely to glance at any of the metropolitan dailies to confirm this. We see it being used in department stores advertisements with increasing frequency. More white space is being used in the margins, and it is also often employed to separate items instead of cut-off rules.

White space promotes easy reading as well as neatness and attractiveness if properly applied; and not only department stores advertisers recognize its merits; "one-line" advertisers are adopting it, too, in daring fashion. We say daring because white space costs no less than space taken up with type and space is not bought for a song these days.

The widespread use of white space in advertising is no passing fad. We venture to say it has come to stay and grow ever more popular. Some may ask, if it is a good thing and sound in principle why has it not been used before, since it has long ago been recognized as an important element of display among printers? To this we would say, printers have always hesitated to employ white space because they were not sure of it being acceptable to the advertiser. The advertiser, so the printer, or compositor, has always felt, would be apt to consider white space as waste space. As a rule the compositor never gets in close enough touch with the advertiser to teach him otherwise; that is, to bring him around to his way of thinking.

But methods of producing advertisements have changed rapidly in recent years. The expert copy writer and layout man has stepped into the field. He appreciates the value of white space. He incidentally is in close touch with the man who foots the bills and has an opportunity to show him that white space is a good investment.

The advertising agency man is another exponent of white space. He is usually given a free rein by the advertiser, the agency man's client, and as the former has learned by experience that white space pays, he seldom forgets to bring it into play.

MUST BE EMPLOYED CONSISTENTLY

To merely distribute white space throughout an advertisement is not good practice. Two of the advertisements reproduced for criticism on the following pages illustrate this point. They are not good examples of white space display though a generous amount of it is used. White space should be distributed with an eye to consistency. To put white space on the top and bottom of a line of type, or a group of lines, and not an agreeable amount at the sides is inconsistent, very little better in fact than if a white space effect were not attempted at all.

An inconsistent distribution of white space is noticeable in all three of these reproductions, particularly that of the W. H. Roach & Co., and that of J. M. Knight's Cash Store. Box Bros.' advertisement is set up in rather neat fashion, but the white space used in it would have produced better effect if more evenly proportioned.

We have placed the reset ads. in this issue immediately alongside of the original reproduction. Thus comparisons are readily made.

SOUND RULES TO FOLLOW

A well-known school of advertising gives instructions to its students regarding white space as follows: "Consider white space in an advertisement as a background on which the other elements of the advertisement are arranged. The important features of the advertisement should be emphasized by contrast between black and white. The less important features, the minor displays and text matter, should be gray contrasted with white. Body type should be subordinated so that it will not detract from the strength of the display. In this way all the features will harmonize and the important points will stand out prominently with due regard to their relative importance. Thus the whole will result in a pleasing effect."

The foregoing rules are thoroughly logical and might be carefully followed with good results in all advertisement composition, whether white space be a prominent feature of the subject in hand or not.

The Use of Borders

What compositor has not had difficulties over the decorated border? In order that a good effect may be secured, the border should harmonize with the type face used in the job, it should not be so elaborate as to overpower the reading matter, neither should it be the thing into which the most work is put. If the border is to be printed with the type it should be of the same strength as the type, lighter for preference. A good "tonal" value should be observed throughout. If a border does not enhance the beauty, utility, or effectiveness of a job, cut it out, unless orders call for it. A single brass rule or a close double rule is always in taste.

Few Type Faces Best

Good printing depends more on the correct use of a limited number of type faces properly selected than upon having a great variety of faces to choose from. "One job, one face," is a good motto, and could be applied to the great bulk of printing, and especially to that which aims at being good. It would be profitable to most plants having a large variety of faces in small fonts, to throw half of them out and strengthen the best fonts so as to put them on a good working basis. It is the adaptability and harmony of faces that count in producing good work quickly and profitably, not an infinite variety of miniature fonts.

SMART STYLES

IN

YOUNG

MEN'S

SUITS

Opened This Week.

W. H. Roach & Co.

A Very Special Bargain

30 only

CHILD'S

SAMPLE DRESSES

Made of Fine Voile and Organdy.

Beautifully Embroidered.

These Samples

We offer at the Wholesale Prices which are marked in plain figures on the Samples. We got a discount off the price which constitutes our profit

W. H. Roach & Co.

Advertisement taken from the Windsor "Tribune," Windsor, N.S. Original size, 2 col. wide, 13 inches deep.

SMART STYLES

in

YOUNG

MEN'S

SUITS

Opened
This
Week

—

CHILD'S SAMPLE DRESSES

30
Only

Made of fine Voile and Organdy. Beautifully Embroidered. These samples we offer at the wholesale prices which are marked in plain figures on the samples. We got a discount off the price which constitutes our profit.

Very Special
Bargain

W. H. ROACH & CO.

Reset of advertisement opposite. White space is here seen in better proportion; the general appearance is also improved.

Advertisement from the Souris "Plain Dealer," Souris, Man. Original size 2 cols. wide by 6¾ inches deep.

Reset of advertisement shown above. White space has been more evenly distributed, cut-off rules have been omitted and a slight change in arrangement has been effected to promote ease in reading the message.

COLD MEAT SPECIALTIES FOR HOT WEATHER

SWIFTS PREMIUM

Cooked Ham

Roast Pork with dressing

Jellied Calves Tongue

XXXX Bologna

We will also try to keep on hand Fresh Tomatoes and Lettice daily

ICE delivered Monday and Friday mornings only

J. M. KNIGHT'S CASH STORE

Advertisement from the Oak Lake "News," Oak Lake, Man. Reproduction shows actual size of space.

Cold Meat Specialties *for* Hot Weather

SWIFT'S PREMIUM

Cooked Ham — Roast Pork Dressing

XXXX Bologna — Jellied Calves Tongue

We will also try to keep on hand
Fresh Tomatoes and Lettuce Daily

ICE
Delivered Monday and
Friday Mornings Only

J. M. Knight's Cash Store

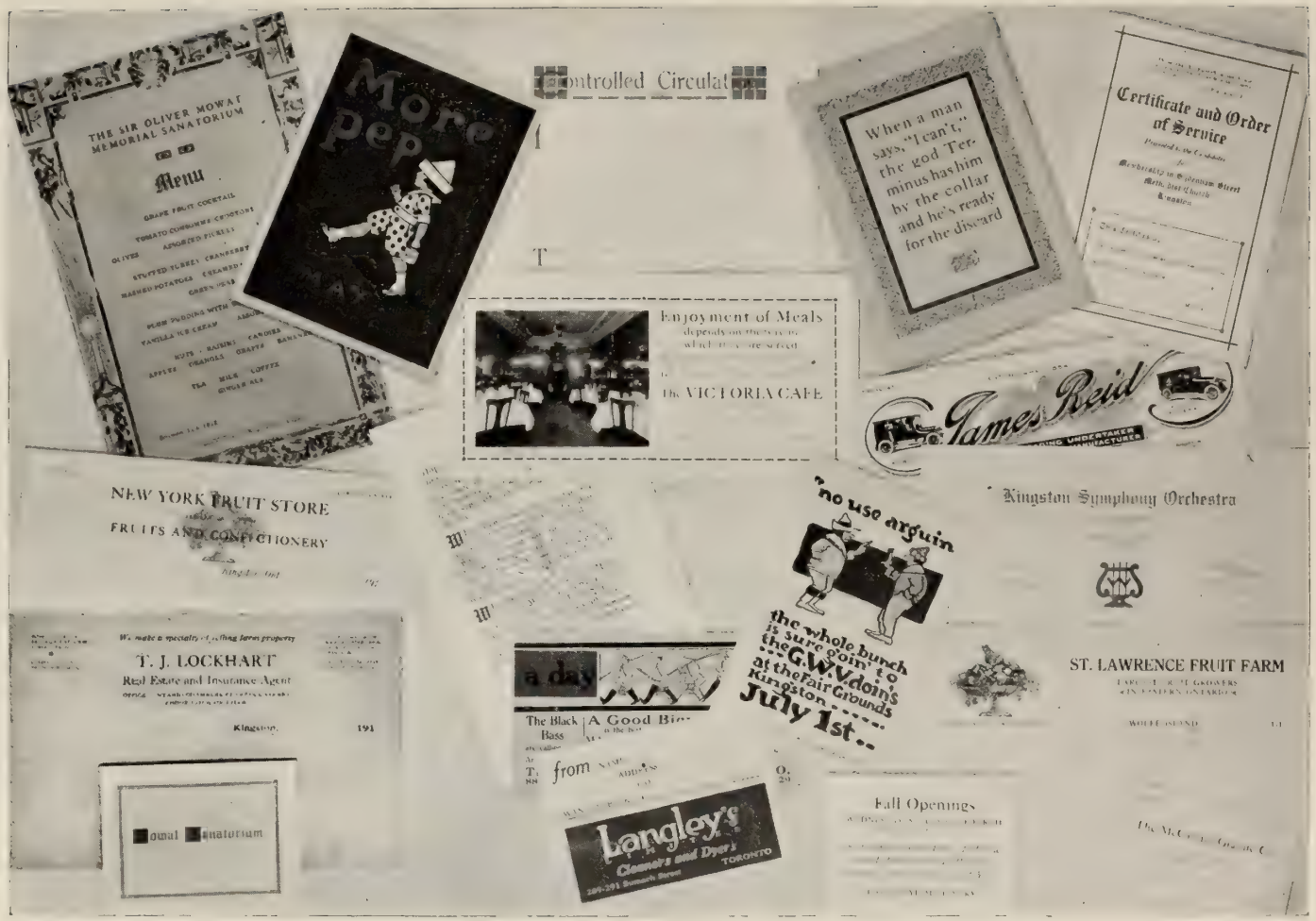
Reset of advertisement shown above. The several lines of type crowding the border at the sides are a bad feature of the original set-up. This fault has been overcome in the reset.

Effective "White Space" Advertisements

There are many unique ways of employing white space to advantage in advertisement display. The set of advertisements shown above are rather good examples of this style of typography, which is growing very popular. Neatness, legibility, harmony and appropriate typographical dress are features also of these advertisements. The reproduction in the centre is a single column ad., the others being double column ads., all reduced in size. They appeared in recent issues of the Christian Science Monitor, a daily paper of unsurpassed typographical excellence.

Good Printing

Samples of work produced by the British Whig Publishing Co., Kingston, Ont.



First-class work this. There appears to be no class of printing, judging by the samples above, that the *Whig* job printing plant is not capable of doing, and doing well. These samples are particularly remarkable for the fact that they tend to show that it is not only in the big cities that the best printing can be produced, for it is the astonishing truth that only a comparative few of the small city and town printers have made any pronounced effort to develop this desirable and profitable source of income. With the express purpose of building up an all-round job business and exhibiting their ability to their prospective customers the *Whig* recently issued a small monthly magazine called *More Pep*, and it may be truthfully said of this little business-builder that it decidedly measures up to its name. The first edition numbered 750 copies, 16 pages; it now has a circulation of 1,400, with 20 pages of "Pep," and it is in strong demand, so PRINTER AND PUBLISHER is given to understand. The reproductions above were taken from an issue of the magazine. All the work exhibited is designed by Ernest E. Adams, who is rated as a top-notch printing critic. Mr. Adams personally supervises all the work turned out by the *Whig* job department. His ability may be estimated by a study of the accompanying specimens. Simplicity in design and plain, readable type faces form the keynote of their excellence. Mr. Adams is an exponent of the layout system and it is through this plan that he is able to get good results and incidentally save time in getting out the finished article.

Cover pages of Catalogues, Booklets and Folders produced by the Hurley Printing Co., of Brantford—"Complete Service" printers.

Brantford, famous as one of the principal manufacturing centres of Canada, is undoubtedly a splendid field for the wide-awake printer in these days of increasing demand for printed matter of all varieties. A glance at the illustration above shows that the Hurley Printing Co. are fully alive to their opportunities. This well-known firm goes after business in the most up-to-date and approved manner. They offer complete printing service to their customers and prospective customers. All the latter has to do is to leave it to "Hurley" when launching a direct-by-mail advertising campaign. The Hurley staff originates ideas, gives competent advice, writes copy, takes photographs, does every variety of art work—in fact, handles printing from "soup to nuts," if we may be permitted to use a rather provincial metaphor.

This is the modern method of developing a printing business, and the field of opportunity is growing.

The success of most advertising campaigns depends largely on the supplemental advertising. That is on catalogs, booklets, folds, etc. Catalogs, booklets and folders usually serve to give full information and close sales after interest and demand have been partly or wholly created by newspaper, magazine or trade-paper advertising. This method of marketing has grown ten-fold in the past few years. It is still growing by leaps and bounds, and the wonderful growth seen in the printing industry may be attributed to this plan of selling goods.

More printed matter is, therefore, required—printed matter of the better class—the kind the Hurley Printing Co. turn out. Manifestly, the opportunity of the progressive printer is great.

A Bad Piece of Business

IT is all very well for the press of the Dominion to regard the Winnipeg strike incident as closed. The truth is that in a great many cases there appears to be a complete failure to recognize the conditions that Winnipeg was facing, or the manner in which the strike and those who were conducting it, recognized the press.

In the issue of the *Western Labor News* of May 20, just about the time the strike was at its height, there appears a reference to the closing down of the newspapers in Winnipeg. It is vicious in its spirit and gloats over the accomplishment.

An open air church—so-called at least—was held, at which, among others, James Winning, president of the Winnipeg Trades and Labor Council, was a speaker. He stated:

"The greatest victory the strikers had achieved was the choking of the daily press. (Applause.) No greater victory had ever been achieved even in Glasgow—where I came from (laughter). There was no vindictiveness in this matter, but the press had started its campaign of misrepresentation and it had to be choked."

Now, let us take it for granted at the start that such an affair was the uncommon, rather than the common. Make allowance for the feeling that was rampant when the strike was on. After doing so, look at the temper of the Winnipeg crowd. It is something to make men stop and think seriously. The complete mastery of the situation achieved by the strikers is well told in items that appeared in the strike bulletin. We are quoting now from No. 3 of May 20, where sessions of the general strike committee were reported:

A report that the Ogilvie Co. had refused to display permit cards on their delivery rigs was referred to the food committee. Upon immediate investigation it was found that the company had violated the agreement and all men were ordered to be pulled out at once.

The Canadian Oil Co. presented a request that they be allowed to supply gasoline was referred to the food committee.

A teamsters' committee was appointed to handle applications removing permits.

All the cooks and waiters at the Royal Alexandra Hotel are on strike. A report that clerks and stenographers were waiting on the tables was referred to the Cooks and Waiters Union.

A report that the Crescent Creamery Co. was delivering ice cream was referred to a special committee for investigation.

Report on water pressure showed that pressure was never over 30 pounds. At 1.30 p.m. Sunday it was 27 pounds.

It is not necessary to go further in showing the spirit of the strike. It was that of an absolute dictatorship. There was in it an autocracy that had never been equalled in this country. The idea of keeping water pressure at 30 pounds was no doubt due to the fact that they wanted to embarrass those as much as possible who wanted and had to have water beyond the first floor. A 30 pound pressure would, it is safe to say, not take water much past the tap on the ground floor.

The papers of Canada have a duty here, and they ought to face it fearlessly and fairly. It is not the suppression of the One Big Union or the lambasting of the General Strike. Their big duty is to interpret and report the events of the day that they shall have the confidence of the people to a greater extent than they have it now, so that in a crisis its words of counsel and advice will be regarded not as coming from a prejudiced mind, but from an impartial source.

The secondary duty comes in speaking plainly and fearlessly regarding the tolerance of conditions such as Winnipeg had to endure for a period of six weeks. No body of men know enough to run Winnipeg or any other centre successfully. The press can do a great work in fostering a condition that will make the repetition of the Winnipeg nightmare absolutely useless and impossible.

MEETING OF THE C. P. A.

The dates for the meeting of the Canadian Press Association have not been announced, following the postponement noticed. President Taylor is in the West now, having been present at the meetings of the Alberta Association. It may be toward the end of September or the first of October before the Association is called for the annual gathering.

The general industrial situation was of such a nature that the officials felt there would not be a fair representation of Western members, and the outcome of negotiations in Ontario and the East regarding labor matters did not appear to be any too certain at that time.

Western members in many cases had their hands full at home, and there was such a congestion of business that it will be some weeks before they have matters in such shape that they can leave to attend the meeting of the Press Association.

While no dates have been named, PRINTER AND PUBLISHER has been informed that the end of September or the first of October seems the most likely time.

Agency News

The National Cash Register Co. are venturing into the newspaper field stronger than they have ever done before. The theme of their carefully planned campaign, which is being conducted by the Baker Advertising Agency, Toronto, concerns the merchant and his problems. Advertisements will be placed in the dailies throughout Canada for thirteen weeks during the summer.

Have you heard of the new summer thirst-quencher? It's a concentrated orange drink called "Famly-Aid," put up in glass tubes. The object of the distributor, W. G. Patrick and Co., Limited, is to make this summer beverage the most popular drink in Canada, and to that end have instructed the Baker Advertising Agency to commence with large advertising space in the leading dailies of the large centres.

The Goodyear Tire and Rubber Co. make a special high-quality cord hose which is going to be extensively advertised in the daily papers throughout Canada. Copy is being prepared and placed by the Baker Advertising Agency.

A campaign for Grace Motors Co., Limited, Toronto, is being put on by the Baker Agency, advertising Sultan and Sterling Trucks.

The headquarters of the Smith, Denne and Moore Agency, Lumsden Building, Toronto, have been enlarged. Another office has been added to their already spacious quarters to keep pace with the growth of business. A progressive and time-saving system has been introduced. The executive, promotive, checking, billing and mechanical departments are all arranged to the best advantage. Another feature of the new plan of the office is the reception room at the entrance. There's a nice table here with a plentiful supply of magazines. Coupled with this are pleasant surroundings and comfortable chairs to sit upon, all of which make the Smith. Denne and Moore Agency a very inviting place to visit. Newspaper men are always cordially welcome.

Stillmans Creameries Limited, Stratford, Ontario, who have recently installed a modern pasteurizing plant, are putting on an intensive advertising campaign to promote the sale of their pasteurized milk, butter and ice cream through Norris-Patterson, Limited, Advertising Agency, Toronto.

Norris Patterson Limited, Advertising Agency, Toronto, have been entrusted with the account of the Lincoln Electric Co. of Canada, Limited, manufacturers of electric arc welders and motors.

The Standard Silver Company, Toronto, have appointed Norris Patterson, Limited, Advertising Agency, Toronto, to handle their advertising of flatware to appear in a list of magazines and newspapers. Copy will emphasize the

silver inlay feature and the superplate, advantages which provide the silverware with greater durability at the wearing points.

Well, If Then, Why Not Now?

Straw hats are worn all the year round, winter and summer alike, by the salesmen in Smithfield Meat Market.

This curious custom originated some twenty years ago, when the tall hat was discarded. Up till then no self-respecting salesman was ever seen at his post minus his topper, which in some mysterious way was supposed to counteract the social stigma of his professional white apron.

Until quite recently, too, the silk hat was the recognized working headgear of certain trades—notably, French polishing. And even to-day, in the neighborhood of Tottenham Court Road, one may still find here and there an ancient polisher who clings to the old tradition.

A quarter of a century back, again, toppers were common wear in printing offices. The old time compositor never forgot that he was the aristocrat of the labor world, entitled, as he was fond of reminding outsiders, to wear a sword—the hallmark of the gentleman in days long gone by.

As he could not very well wear a sword while at work over his "case," he compromised on the topper. Nowadays he mostly wears a cap!—*Pearson's Weekly.*

Linotype Installations

The following is a list of recent Linotype installations:—Reid and Doidge, Toronto, one Model 14; *Review*, Weyburn, one Model 14; Norwegian Farmers Publishing Co., Outlook, one Model 14; *Dispatch*, Strome, one Model L; Geo. A. Davis, Toronto, one Model 8; *Times*, Exeter, one Model L; *Tribune*, Winnipeg, one Model 14; *Times*, Picton, one Model 8; *Journal*, Ottawa, one Model 14; R. G. McLean, Toronto, one Model 14; *Modern Press*, Ottawa, one Model 8; Hugh C. McLean, Toronto, one Model 9; Ernest Tremblay, Quebec, one Model 5; Regina Typesetting Company, Regina, one Model 8; *L'Action Populaire*, Joliette, one Model 8; *Post*, Regina, one Model 14; *Record*, Sydney, two Model 8's; Ronalds Press and Advertising Agency, Limited, Montreal, two Model 8's; *Press*, Wilkie, one Model 8; *Globe*, Toronto, two Model 14's; *Chronicle*, Halifax, one Model 8; *Herald*, Wawota, one Model 5; Commercial Printing Co., Montreal, one Model K; *Chronicle*, Three Rivers, one Model 8; *Herald*, Halifax, one Model 8; A. P. Pigeon, Montreal, one Model 14; *Canadian Hungarian Farmer*, Plunkett, one Model 8; Carswell Company, Toronto, one Model 14; *Review*, Madoc, one Model K; *Record*, Sherbrooke, one Model 8; Might Directories, Toronto, one Model 8; *News-Record*, Kitchener, one Model 14; *Express*, Meaford, one Model 14; *Observer*, Hartland, one Model L; *L'Eclaireur*, Beauceville, one Model 18 and one Model K; *Sun*, Swift Current, one Model 8; *Leader*, Regina, one Model 9; *Reformer*, Oshawa, one Model 14; *Gazette*, Fenelon Falls, one Model L; *Expositor*, Brantford, one Model 8; Robert Duncan and Company, Hamilton, one Model 14; Commercial Printing Company, Toronto, one Model 8.

$100 Prize Paid

The Canadian Pulp & Paper Association recently started on a quest for a trade-mark, such as could be used for the purpose of labeling and identifying all the pulp and paper products made by its members. The association invited suggestions from everybody interested and offered to pay $100 for the suggestion adjudged best adapted to the purpose in view, as well as to pay the price placed upon it by the person submitting it.

The result was that over 150 designs were submitted. The design of Mr. Harold McEvers, a student in the Department of Architecture of McGill University, Montreal, came nearest to meeting all the requirements.

The winning design shows an idealized spruce tree (the basis of the Canadian pulp and paper industry), enclosed in a triangle, around which the words, "Canadian Pulp & Paper Association," are disposed. At the back of the three appears a rising sun, whose radiating rays spread out to the inner lines of the triangle. In the right and left corners appear maple leaves, a Canadian national emblem, made universally familiar by its appearance on the shoulder-straps of the Canadian soldiers.

Used as a label and in other forms where the use of colors is practicable, the trade-mark will appear in three colors, the tree and the maple leaves in green, the orb and its radiating rays in red or orange, and the rest of the design in black. When reproduced in this form the design appears very effective, while even in subdued black and white it has a distinction and character quite impressive.

Journalists Hear Editor Herbert

"Journalism is one of the most interesting and most invigorating professions that young men and young women can engage in, for it not only affords a chance to do something new all the time, but it gives an opportunity to perform some real, tangible service for the community; that, after all, is the final judge of a person's worth," said Benjamin S. Herbert, editor of the *Ravenswood Citizen*, Chicago, Monday afternoon in a lecture before the students in journalism at the University.

Mr. Herbert is noted for his success in running a small local paper in a large metropolitan city, and of his work in this line he said: "In a country town where the interests are usually centred in one place, it is comparatively easy to run a paper, for one can tell just what all the people want and expect; but in a large city, where the interests are divided, it is necessary to deal with a certain small restricted class of people, such as the Y.M.C.A., social workers, welfare boards, the Church, improvement associations and the like. Under no circumstances should the local editor even dream of a large, inclusive circulation, it is not to be expected," added Mr. Herbert.

"At all times," continued Mr. Herbert, "the local editor should be acquainted with public improvements, in fact, with all things that are for the benefit of the community at large, and in addition to an increased circulation, the editor will get a great deal of satisfaction out of doing things really worth while; more satisfaction than money possibly can buy. But besides an increased circulation and personal satisfaction, the people will have a greater respect and belief in the paper, and the returns from advertising will materially increase," emphasized Mr. Herbert.

"The larger metropolitan dailies are so taxed for space that they can only print the unusual or big things that "break," and in that fact lies the secret of the success of the local newspaper, for the local can publish the 'local' stuff,' the things that make a direct appeal to the people, and the news that always gets 'across,'" said Mr. Herbert in conclusion.

(Champaign *Daily News*, May 13, 1919).

Real Bargains in Printing

A paper in one of the smaller Quebec centres advertises "Bargains in Printing." For once the word "bargain" seems to be used correctly, for the prices given are as follows:

Note Heads, $2.00 per 1,000.
Envelopes—7, $2.25 per 1,000.
Envelopes—8, $2.50 per 1,000.

A Caledon white wove note head is worth $1.05 blank at warehouse. Laid down in a Quebec town it would cost more, according to carrying charges. As a general thing there is a fair amount of composition on a note head, and doing this, running, and delivering the work for $2—well, it cannot be done, except at a dead loss.

A No. 7 white wove envelope at present is worth $2 per thousand, with No. 8 is quoted at $2.25.

The average office in Ontario would probably quote at least $3.50 for No. 7, and $3.75 for No. 8.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

Montreal *Star*: C. C. Blackader, owner and editor of the *Acadian Recorder* of Halifax, celebrates to-day the fiftieth anniversary of the day on which he became a partner in that well-known Nova Scotian newspaper, which passed its century mark of continuous publication a few years ago.

C. C. BLACKADER

Mr. Blackader joined the staff of the *Acadian Recorder*, then the property of his father, 54 years ago. Four years later he assumed joint control with his brother, Hugh W. Blackader. Since then he has been in the journalistic harness almost without interruption and for many years has been in sole control.

Under his direction the *Acadian Recorder* has maintained its old traditions in appearance as well as in quality. It holds to the old-fashioned 4-page large sheet form and manages to retain its honorable and profitable place in its community without any concession to modern journalistic ideas of headlines and make-up.

Mr. Blackader, who was in Montreal this week, is in excellent health and vigorous in pursuit of his many activities. He is a director of the Royal Bank of Canada, president of the Acadia Fire Insurance Company, a director of the Halifax Electric Tramway Company and is actively interested in philanthropic institutions.

British Columbia

Victoria, B.C., *Times* announces that it is now in the A. B. C.

C. A. Shaughnessy, formerly circulation manager of the Winnipeg *Daily Tribune*, has resigned to accept a similar position with the Vancouver *Daily World*. Mr. Shaughnessy was with the *Tribune* for seventeen years, and was for the past four years circulation manager. His splendid training fits him for the wider field and greater endeavor on the Pacific Coast.

Merritt, B.C., *Herald*: W. B. Wilcox, editor and manager of the Trail *News*, has turned that paper over to J. J. Clarke and Elmer D. Hall, who have been members of the staff for several years, and will take an extended rest and change. Mr. Wilcox is recognized as one of the ablest newspaper men in British Columbia and has built up a splendid paper at Trail. He combines large business capacity with journalistic ability and always has been a tireless worker.

Miss Edna Brown, social news editor of the Vancouver *World*, is in the General Hospital with a broken leg and other injuries following an airplane accident at Minora Park, when a Curtiss machine, piloted by Lieut. G. H. Hoy, crashed after a flight of 15 minutes. The rudder control wires after the machine started to descend failed to work, and the plane landed nose first. The aviator was not injured. The machine was badly damaged.

Saskatchewan

After three years and seven months in France, during all of which time he was with a fighting unit, first with the "Red Saskatchewans" and later with the first machine gun division, Pte. Joe Ratcliffe returned home. Pte. Ratcliffe was marrried to an English bride last November. Mr. Ratcliffe was superintendent of the job department of the Saskatoon *Daily Star* up till December, 1914, when he enlisted in the 53rd Battalion at Saskatoon.

Arthur Ford, editor of the Esterhazy *Observer*, is an enthusiastic golfer, and he has managed to round up a couple of other enthusiasts in the town. Together they have laid out a nine-hole course, with tin cans embedded in the earth to take the place of regulation holes. Some of the "greens" are 300 yards apart. The club has not yet been able to secure the services of a professional, but it is living in hopes.

The Kamsack (Sask.) *Times*, of which F. W. G. Sergant is editor, recently installed a Merganthaler linotype machine, which is operated by a gas engine and burner. It is said to be the only office with a linotype in northwestern Manitoba between Neepawa and Humboldt on the C.N.R. line. Mr. Sergant expects to run by electricity next fall, by which time the town is expected to have electric power for sale.

Manitoba

J. L. Cowie, proprietor of the Carberry *News Express*, has installed a linotype machine.

Announcement is made in last week's issue of the Deloraine *Times* that the *Times* and the Waskada *News* will be issued in future as one 8-page, all home print newspaper. The scheme of publishing a separate paper for each town has evidently not proven successful.

Newspaper proprietors in country towns who are fortunate enough to operate linotype machines will be interested to learn that at Souris, Man., G. A. McMorran, proprietor of the *Plaindealer*, assisted by C. H. Brindle, a Government gas expert, has succeeded in installing an acetylene gas burner on his linotype in place of the customary gasoline burner used throughout the country. The acetylene gas plant had already been installed for lighting purposes. It was easy enough to provide a flame beneath the lead pot, but considerable difficulty was encountered in throwing a long flame against the mouth of the pot. This was finally accomplished with the aid of a Bunsen burner. This system has been in operation for the last two months, and according to Mr. McMorran is much more satisfactory in every way than gasoline or coal gas. The *Plaindealer*, by the way, is making marked progress. It is not using ready print, and yet the volume of business offered this spring has been so extensive that the paper is being raised to six pages this month.

Ontario

The Oshawa *Reformer* announces that it will shortly come out as a semi-weekly.

W. J. Taylor, president of the C. P. A., has returned from the West. He had an opportunity of getting a good first-hand impression of strike conditions in Winnipeg. He refused to use the word "strike," preferring "revolution."

Vance A. Statia, who disposed of the Dufferin *Post* to the *Sun and Banner* a couple of weeks ago, has formed a partnership with Thomas Jarrett, one of the sporting writers of the Toronto *Telegram*, and they have purchased the Trenton *Advocate*, which paper they will publish in future.

The Printing Pressmen and Press Feeders' Union, comprising two hundred and sixteen men employed in the Government Printing Bureau and local job printing houses, have put in a demand for a 25 per cent. increase in wages and the 44-hour week.

The Almonte *Gazette*, one of the best-known weekly newspapers of the Ottawa Valley, has been purchased by Mr. James Muir, M.A., ex-controller of Ottawa, and formerly a member of the *Journal* editorial staff. The *Gazette* was established about half a century ago by the late Senator Templeton, and has been Liberal in politics. Mr. James McLeod, its publisher for some years past, is to retire.

The annnual meeting of the shareholders of the Globe Printing Company was held. By unanimous vote the directors were re-elected as follows: Messrs. W. G. Jaffray, Rev. Robert A. Jaffray, A. F. Rutter, G. Tower Fergusson, E. T. Malone, K.C., and

Martin Love. At a subsequent meeting of the directors, Mr. W. G. Jaffray was re-elected president of the *Globe*.

Robert Galbraith, linotype operator on the Kingston *British Whig*, left on July 1st to pay an extended visit to his home in Ireland.

Ross Munro, on leaving the *Journal-Press* at Ottawa, was presented with a cheque by the firm, and a handsome gold watch by the staff.

James H. O'Dell, Ottawa, will assume the duties of editor-in-chief of Queen's University *Journal* when the college session opens in September.

The Kingston *British Whig* has installed a large rotary press. The Kingston *Standard* has one purchased and it will be erected in the near future.

N. J. Landry, pressman on the Kingston *British Whig*, joined the ranks of the benedicts several weeks ago. He was married to Miss Mabel Timmerman, of Kingston.

G. R. Donaldson, formerly military editor on the Kingston *British Whig*, is now on the sales staff of the Goodyear Tire Co., Toronto. J. B. Forster has taken over his duties.

Sergeant Robert Cecil Fawcett, only surviving son of Editor and Mrs. A. R. Fawcett, of the Burks Falls *Arrow*, has arrived home. Mr. Fawcett's other son, Lieutenant Fawcett, was killed

C. H. Grisewood, who has been a linotype operator on the Kingston *British Whig* for the past five years, has accepted a position with the MacLean Publishing Co., Toronto.

The Duke of Devonshire addressed the Canadian Club in Kingston recently. The chairman of the evening was J. G. Elliott, of the Kingston *Whig*, chairman of the Canadian Club.

H. F. Farrow, linotype operator on the Kingston *British Whig*, who went to the Cobalt *Nugget*, is now in partnership with his brother, Harold Farrow, in a splendid job printing plant at Brockville.

Henry Hill, who has been in an American navy training school, has taken up work on the reportorial staff of the Kingston *Standard*. Mr. Hill will probably leave in the autumn to attend Cornell University.

Mrs. W. R. Colville, a member of the business staff of the Kingston *Standard*, was presented with a cameo brooch on June 21st by R. H. Henderson, managing editor, on behalf of the *Standard* staff. Mrs. Colville has taken up residence in Toronto.

Dr. Thomas O'Hagan, New York, is filling the office of editor of the *Canadian Freeman*, Kingston, during the absence of Rev. Father D. A. Casey in Europe. Dr. O'Hagan has marked poetical and literary gifts and he has given several lectures in Kingston.

Ross Munro, of the *Journal-Press*, Ottawa, has joined the staff of the Toronto *Globe*. He left the *Globe* about ten years ago, going to the *Free Press* at Ottawa, and then, on the amalgamation, to the *Journal-Press*.

J. Courtland Elliott, who graduated with honors in Political and Economic Science and English from Queen's University this spring, has resumed his duties with the Kingston *British Whig*, where he has been employed for the past five summers. He is handling the sporting news and is doing special work.

No longer is the name of "William Briggs" to be used for copyright purposes by the Methodist Book Room. The new book steward, Rev. S. W. Fallis, stated that "Ryerson Press" would be the new name used. The name of "Methodist Book Room" will be adhered to as a business title, but for other purposes "Ryerson Press" is now the thing.

Pte. Ian Revelle, a graduate in Arts of Queen's University, who was overseas with a Canadian Forestry Battalion, has resumed his duties on the Kingston *Standard* reportorial staff. W. F. Doherty, who was wounded twice while in service with the 21st Battalion, is also a member of the staff.

Tenders will be received up to July 15th for the publication of 14,000 copies of the *Ancient Forester, monthly*, delivered to the members. Size 9¾ x 13 inches, three columns wide, 8 point type, 12 and 16 pages, mailing list set up and corrected by publisher. Further information upon application to Head Office, 80 Church Street, Toronto.

Hal B. Donly, the editor and publisher of the Simcoe *Reformer* and one of the brainy newspapermen of the country, makes this admission in a recent issue: Forty years ago last Monday the writer of this paragraph joined the staff of the *Reformer*. It was necessary for him at once to borrow the reply of a very great Englishman, who when taunted with his youth, answered: "Time will adjust that." And it has.

Fort William *Times-Journal*: Chaperoned by Mr. Charles Dingman, editor of the Stratford *Daily Herald*, and Mrs. Dingman, a party of young ladies, winners in a newspaper circulation contest, will visit this city and Port Arthur. They leave Sarnia on the steamship Hamonic. They expect to leave from Fort William on the new Canadian Pacific train, Trans-Canada, so will have the whole afternoon and part of the evening to spend here. An invitation to meet the party has been received by "Gay Page," of the *Times-Journal*, at one time in charge of the women's page of the *Daily Herald*.

Henry Charles Webb, one of Toronto's best-known journeymen printers, died at his home, 194 Delaware Avenue, after an illness of some time. Mr. Webb had been in the trade of the stick for more than forty years, twenty-five of which were spent at the Southam Press. He originally came from Hoboken, N.J., to Toronto, coming here many years ago when a young man with his mother, brother and sister. He is survived by his widow, five sons and a daughter.

P. M. Draper and A. E. Sheppard were re-elected president and corresponding secretary respectively of the Ottawa Typographical Union, No. 102, in the annual election. The following is the vote: President, P. M. Draper, 251; M. B. Rowan, 125. Corresponding secretary and chairman of executive, A. E. Sheppard, 225; R. S. Lee, 149. Executive committee (4 to be elected), O. J. Ouellette, 256; W. D. Martin, 255; Martin O'Brien, 242; F. J. Preece, 209; J. T. O'Neill, 169; R. J. Goode, 169.

Mr. Everard C. Cotes, manager of the Associated Press of India, who spends his time largely between London and Calcutta on behalf of the Anglo-Indian journalism, is visiting Canada, accompanied by Mrs. Cotes. Mrs. Cotes has been known for some years as a Canadian writer under her maiden name of Sarah Jeanette Duncan. She went to her home at Brantford, Ont., while Mr. Cotes spent a few days in Montreal. They later went to British Columbia, where they have some agricultural interests.

The annual picnic of the Toronto *Globe* was held at Queenston Heights on June 14. The "shop" was closed for the day. Besides the staff, all the directors of the paper were present. A rather peculiar coincidence came to light in the baseball game, where the opposing teams were from the business office, press room and mailing department against the editorial, composing and stereotyping rooms. Hedley Abbs, who pitched for the victors, established a unique record. Ten years ago, on the occasion of the picnic celebrating the sixty-fifth anniversary of the *Globe*, he pitched the "upstairs" team to victory. On Saturday he repeated the performance, having a total of seven strike-outs to his credit.

Edward J. How, an official of the Toronto Typographical Union for more than thirty years, died at his home, 56 Sullivan Street, after a period of failing health. The late Mr. How was employed as a compositor on the *Globe* staff for many years. Until a year ago he was active treasurer of the union, and at the time of his death he was one of its honorary officers. As a boy he came to Toronto and had resided here since. He is survived by his wife and four children: Mrs. E. Fraser, of Cleveland, Ohio, and three sons, all of Toronto. Mr. How attended Beverley Street Baptist Church and was a member of Rehoboam Lodge of the Masonic Order.

Nine young ladies, winners in the education tour campaign conducted by the Stratford *Daily Herald*, under the chaperonage of Charles Dingman, manager, and Mrs. Dingman, sailed from Sarnia on the first leg of their trip to the Pacific coast and return. They were met at Sarnia by representatives of the *Canadian Observer*, whose guests they were while in the city. A. D. McKenzie, manager of that paper, had autos waiting and the party were taken for a trip to the different points of interest in the city and the community. A stop was made on the river bank at Corunna to allow the visitors an opportunity to see the beautiful scenery at this point and to witness the passing of the commerce on this great waterway. Later a visit was made to Lake Huron beach, where an hour or so was spent.

Lieutenant S. L. Landers, of Hamilton, has decided to accept a position with a well-known Hamilton concern in the industrial advertising and publishing business, and will enter into his new duties as soon as he returns from a few weeks' visit across the border. Accompanied by Mrs. Landers, he visited the convention of the American Federation of Labor at Atlantic City, and his former home in Brooklyn, where his aged father, 85 years of age, still resides, along with other members of the family. On July 1st Lieut. Landers has been invited to address the Canadian Club, of Boston, which he has accepted, after which he will return and get into "civies."

The annual outing of the MacLean Publishing Co. was held at Centre Island, Toronto, on Saturday, June 21. The establishment, including mechanical, editorial and business departments, was closed for the day, with no lost time ao any employee. The program commenced shortly after nine in the morning, handsome prizes being awarded for the various events. At noon five hundred sat down to lunch, the guests of the company, the prizes also being furnished from the same source, as well as an unlimited supply of cones for the children. During the lunch Col. Maclean was called on for an address, receiving a great reception on rising to speak. In the course of his remarks he referred to the growth and development of the business, intimating that before long he hoped to have a number of the department heads as members of the firm. The sports programme was concluded in the afternoon and the distribution of prizes was attended to by Col. Maclean.

With the return of W. R. Givens, owner of the Kingston *Daily Standard*, from his winter home in Florida, where he spent four months, after a three months' siege with double pneumonia and pleurisy, the *Standard* announces that it has purchased a 28-page Goss press, with colors. This has been rendered necessary by the steadily increasing business of the *Standard*, which is to-day carrying more advertising than ever in its history. It is expected to have the press in operation within a couple of months. Incidentally, with its installation, the entire office of the *Standard* will be remodelled.

Orangeville *Banner*:—The *Banner* had a welcome and interesting visitor last week in the person of Gunner Larmour McFee, who was formerly monoline operator in this office. McFee enlisted with the R. C. H. A. at Kingston a short time after he gave up his position here in June, 1916. He went overseas in September, 1916, and to France in December of the same year. He served with the artillery until the armistice was signed, had the pleasure of being in the march into Germany and arrived home about six weeks ago. McFee, who is a New Liskeard man, left town on Saturday for Toronto, where he will take a course in the Canadian Linotype School.

After a year and a half overseas Lieut. Lindley B. Calnan, R.A.F., returned home. Lieut. Calnan was Balloon Officer on board H.M S. "Ajax," one of the dreadnaughts with the Grand Fleet, and was a witness of the surrender of the German Navy, and said that he considered it a great privilege to see the greatest naval event in history. His only regret was that on that memorable occasion Canada was not represented in the Grand Fleet by a boat of her own as were Australia and New Zealand. Lieut. Calnan is a son of Mr. A. E. Calnan, proprietor of the Picton *Gazette*.

Renfrew *Mercury*: J. Ross Munro, who for a number of years was managing news editor of the Ottawa *Free Press* and who has latterly been on the editorial staff of the Ottawa *Journal*, has accepted an important position on the editorial staff of the Toronto *Globe*. Mr. Munro's father was the publisher of the Port Elgin *Times*. Mr. Munro, Jr., received his early training on the Brantford *Expositor*, was subsequently a reporter on the Toronto *Globe*, and on the death of his father ran the Port Elgin paper for awhile just before coming to Ottawa. He has a fine sense of humor and he has written much bright stuff for the *Free Press* and the *Journal*. The *Mercury* wishes him every success in his new sphere.

New officers elected at the Ontario and Quebec Conference of the International Typographical Union, which closed its annual convention at theWindsor Hotel, Ottawa, are: President, James Cunningham, Toronto; vice-president, A. J. Bolwell, Peterboro; secretary-treasurer, Hughes Bentley, London. Hamilton was selected as the next place of meeting, and presentations were made by the convention delegates to the members of the Ottawa Reception Committee, to Mr. Fred Leigh, a pipe and tobaccco pouch; to Mr. Staunton Leigh, a cigarette case, and to Mr. A. E. Shepherd, a fountain pen. Appreciative references were made to the efficient work of the retiring offers: H. B. Archer, London, retiring president; Charles Whitehead, Brantford, retiring vice-president, and Geo. L. Myland, Toronto, retiring secretary-treasurer.

M. M. Maxwell, who for the past six years has been managing editor of the Chatham *Daily News*, has been appointed as manager of the Chatham Chamber of Commerce and assumes his duties the first of July. W. Scurr, who has been city editor of the *News* for a year, coming here from Wallaceburg, where he was manager of the *Herald-Record* for a year, is promoted to the managing editor's desk on the *News*. Joe Emott, for four years on the reportorial staff of the *Planet*, becomes city editor of the *News*. On the *Planet* some changes have taken place. R. W. Angus has returned from overseas after about three years' service, and has returned to the managing editor's chair of the *Planet*. Douglas Oliver, who was also overseas for three years, is back as city editor. Guy J. Smith, for several years city editor of the *News*, and who succeeded Mr. Angus as managing editor of the *Planet*, is leaving the city.

When the Munro family move into their old haunts at Port Elgin for a few days there is an editor named Sayles who has the "makin's" of a good personal column. The boys line up in front of the old homestead, the editor parked his Packard on the side of the road and secured the following for a recent edition of the Port Elgin *Times*:—Lieut. J. Ewart Munro, who has lately returned from France, left this week to take up his position on the Toronto *Globe* reportorial staff. . . . Mr. J. Ross Munro, formerly editor of the *Times*, has severed his connection with the *Journal* at Ottawa, and has accepted the important position of news editor of the Toronto *Globe*. . . Mr. Donald Munro has successfully passed his fourth year in political science at Toronto University, attaining the degree of B.A. Donald has taken up a position on the editorial staff of the Toronto *Star*.

On a Peace Basis

The signing of the Peace Treaty opens a new world era. Humanity turns from the anxieties of War to the equally important problems of Peace.

The Globe's world-encircling news service has been put on a peace basis. World-wide and dependable news—the achievement of The Globe during the War—will be the aim and purpose of The Globe in time of Peace.

The economic, political and social development of the people, at home and abroad, will claim more and more attention now.

The Globe

TORONTO

London *Free Press*: Hon. S. B. Latta, Minister of Highways for Saskatchewan, who was the guest of his cousin, Mrs. A. Harold Jennings, of 458 King street, has been busy the past few days meeting his many old friends. Less than 20 years ago Mr. Latta was principal of Colborne Street School, and his reputation was that of one of the finest, most sympathetic and successful teachers in the province. He was an artist by nature and in the old days he did much illustrating for the newspapers as a side line. This was mostly in the days of chalk plates. Since then he has risen to his present eminence, having got into the Saskatchewan Legislature as member for Govan. Mr. Latta claims as his friends the older generation of newspaper men and they hold him in the same regard to-day as they did in years gone by.

St. Mary's *Journal*: One of the most conscientious and painstaking workers in the newspaper field is Mr. J. W. Vanatter, one of the proprietors of the Goderich *Star*, and for many long years prominent in the newspaper life of that town. With last week's issue of the *Star* Mr. Vanatter and his partner, Mr. Naftel, handed over the proprietorship of that paper to Mr. Bert McCreath, of the Toronto *Star*, one of the prime movers in the proposed big steel plant to be located in that town. Mr. Vanatter may remain with the firm for some time until other arrangements are made, but it is his intention this summer to take a well-earned rest, possibly by spending the summer months on the Western prairies. Beyond that he has no plans made for the future. Should he leave the town of Goderich he and Mrs. Vanatter will leave many life-long friends behind who for long years have recognized in him a business man of high ideals of public duty and in them both social qualities of a high order.

Quebec

Captain J. E. Smith, formerly of the Sherbrooke *Record*, and correspondent in that district for the *Gazette*, arrived at Halifax on the Carmania. Going overseas with the 117th Battalion, from the Eastern Townships in the early part of 1916, Capt. Smith was subsequently attached to the R.A.F. on aerodrome work with the Independent Force south of Nancy, France. He later went to the second army, with which he was at the signing of the armistice and he was with the army of occupation at Cologne for four months. At the same time he retained his Canadian rank and has been demobilized as a member of the C.E.F.

The pulp and paper makers of Canada have decided to send A. L. Dawe, secretary of the Canadian Pulp & Paper Association, to London to act as pulp and paper adviser to the Lloyd Harris Canadian Trade Misssion the suggestion that an expert familiar with the industry be sent, coming from Mr. Harris himself. Mr. Dawe has been with the Pulp and Paper Association for some years and prior to that was engaged in the paper trade both here and in England.

Mr. E. G. Smith, manager of the Quebec *Telegraph*, who has been spending the past month with his family in England, was stricken with appendicitis last week at Lancashire, England, and was operated upon on Sunday last. According to cable despatches he is doing as well as can be expected.

Maritime Provinces

Compositors are more plentiful now than for some years. The boy question in the printing office is still a serious problem.

The printing business, particularly in Halifax, is exceptionally good.

Dartmouth Printing Co. have added to their equipment news stands, cabinets, type and cylinder press.

Canadian Brotherhood monthly journal, printed by Weeks Printing Co., has been transferred to Ottawa.

P. E. Doyle, of the Halifax Printing Co., has gone out of the printing business and is now studying law.

The *Citizen*, a journal devoted to interests of the working class, is being printed by Weeks Printing Co.

Forward, official organ Grand Division of the Sons of Temperance, is now printed by the News Publishing Co., Ltd.

J. O. Currie, son of D. K. Currie, editor of the Charlottetown *Guardian*, returned to Canada with the 26th Battalion.

E. L. Coleman, manager Sydney *Record*, was a visitor in Halifax last week, also D. J. Rudolf, of the *News*, Lunenburg, N.S.

D. R. Thistle, formerly business manager *Daily Star*, St. John's, Newfoundland, made a visit to Halifax in the interest of Hickman & Co., fish exporters, with which firm he is now employed.

Valentine A. Landry, formerly proprietor and editor of *L'Evangeline*, Moncton, N.B., died recently at his sister's home in Moncton.

The *Advertiser* Block, in Kentville, N.S., in which was located the Advertiser Printing Company and several commercial establishments, was destroyed by fire on May 9.

E. R. Hansen, sporting editor of the St. John *Times-Star*, has returned to his desk after spendng a few weeks with the Toronto and London, Ont., baseball clubs.

Lieutenant Alexander W. Thorne, news editor of the St. John *Standard* before going overseas, has returned to St. John after service with the 5th C.M.R. and the 26th Battalion.

Citizens of Mahone, N.S., are considering plans for the establishment of a local newspaper, the lack of which is felt to be a serious handicap to the thriving community.

Former members of the mechanical staff of the St. John *Standard* who returned with the 26th Battalion were Privates Thomas Mantle, James Gaulton and Frederick Farren.

St. John, N.B., *Globe*: In another column will be found the announcement of the formation of a new firm of job printers, to be known as George E. Day & Son. The senior member is that well-known craftsman, who has taken into partnership his son, Ralph G., who has recently returned from service in France.

The death of A. D. Ross, for more than twenty years editor of the Amherst *Daily News*, occurred suddenly at his home. Mr. Ross had been in very poor health during the past three years, due to a stroke of paralysis at that time. Heart failure was the immediate cause of his death.

Another newspaper man among the officers of the 26th was Lieutenant James B. Dever, a member of the St. John *Times-Star* reporting staff before going overseas. Mr. Dever will take a short vacation before rejoining the paper.

R. E. Cornell, of the reporting staff of the St. John *Standard*, has resigned and will locate in Grand Falls, N. B., where he will continue his law studies with W. E. McMonagle, a former member of the *Standard* staff now practising law there.

The *Observer*, of Hartland, N. B., has purchased one of the latest model typesetting machines as an addition to their otherwise modernly equipped establishment. The proprietor, Fred H. Stevens, has been confined to the hospital and in a recent issue announced that he was only out on parole.

Charles McIntyre, editor and publisher of the *Pacific Printer and Publisher*, San Francisco, Cal., is in St. John, accompanied by his wife, on a holiday trip. Mr. McIntyre began his journalistic career on the St. John *Globe* about ten years ago, later removed to the Canadian West and later to San Francisco, where his publication has proved highly successful.

William T. Powers, one of the veteran printers of St. John, N. B., died recently at his home in that city at the age of seventy years. He is survived by his wife, one son, Lieut.-Col. T. E. Powers, D.S.O., of Ottawa and five daughters.

Major Alexander McMillan, D.S.O., head of J. & A. McMillan, printers and publishers, St. John, N.B., returned from overseas with the 26th Battalion, which unit he had joined as a subaltern and with which he had a distinguished career, leaving them for a time for important staff duties. He has returned to civil life and is again at his desk.

Lieutenant Francis X. Jennings who left the *Times-Star* reporting staff to enlist in a university field battery soon after the outbreak of the war and who won his commission overseas, also has returned and, after a week at home, returned to his former position on the *Times-Star*.

Newfoundland

H. Haliburton, a returned naval reservist, has joined the St. John's *Daily Star* staff.

Hon. Dr. J. Alex. Robinson, Newfoundland's Postmaster General, and founder and for some years editor *Daily News* and *Free Press* of St. John's, has been made a member of the Order of the British Empire, in the King's birthday awards.

Mr. Hedlund, the aviation correspondent of the Boston *Post*, covered the American seaplane flight from Trepassey and the Hawker-Grieve aeroplane Atlantic flight from St. John's.

Garland Rogers, a returned soldier, has joined the reportorial staff of the St. John's *Evening Telegram* in succession to S. J. Hefferton, who resigned to assume the position of editor of the *Industrial Worker*.

Mr. Johnson, of the United Press, and Mr. Boyce, of the Associated Press, were the only newspaper representatives privileged to fly the Atlantic in the American seaplanes from Trepassey, Newfoundland, to the Azores, which took place on 9th May.

The London *Daily Mail*, which had offered a prize of fifty thousand dollars for the first continuous Atlantic flight, had Mr. Memory representing it at the Sopwith flight which took place from St. John's, Nfld., on 11th May. Mr. Memory will also cover other flights to take place from Harbour Grace, Nfld., during June.

A large number of newspaper men from England, United States, and Canada visited Trepassey and St. John's during April and May to take in the aerial flight. These were entertained at dinner on 3rd May by H. D. Reid, president of the Reid Nfld. Co. The editors of the St. John's press were also present, and a most enjoyable evening was spent.

Hon. J. S. Currie, editor-in-chief of the St. John's *Daily News*, has entered the Cabinet of the newly-formed Government of Newfoundland. The Premier, Sir W. F. Lloyd, former editor of the *Telegram*, retired, and is succeeded by Sir M. P. Cashin. Sir. W. F. Lloyd retired from public life. Hon. W. F. Coaher, founder and president of the Fishermen's Union, publishers of the *Fisherman's Advocate*, who entered the Cabinet at the formation of the National Government two years ago, is not in the new Cabinet, and is now leader of the Opposition in the Lower House.

On the 14th May a number of newspaper editors and proprietors of St. John's, Newfoundland, were entertained at dinner, at Government House, St. John's, by His Excellency Governor Harris. Those of the fourth estate present were: J. W. Withers, King's Printer and publisher *Royal Gazette;* W. J. Herder, proprietor, and C. T. James, editor, *Evening Telegram;* Sir P. T. McGrath, editor *Herald;* Hon. J. S. Currie, editor, and J. C. Puddister, business manager, *Daily News;* Hon. A. W. Mew, editor *Advocate*; P. K. Devine, editor *Trade Review;* J. J. Evans, editor and publisher, Newfoundland Quarterly.

The Lethbridge *Daily Herald* recently issued a special irrigation development number of 24 pages. Judging by the number of full-page, half-page and quarter-page advertisements it contains, the edition paid exceedingly well. The object of the special number was to exploit the advantages of irrigated land for farming purpose in Southern Alberta. Irrigation will make the country independent of rain, which is an uncertain element in the district of which Lethbridge is the metropolis. It is calculated to conserve the soil, stabilize farming operations and make the land more valuable. These facts are all ably set forth in numerous special articles in the *Herald's* big number. From a literary point of view as well as from the commercial standpoint it is a credit to the *Herald* staff, which is in the habit of doing things well.

REBUILT MACHINERY

WHY have we sold more rebuilt machines up to June 15th of this year than we did the whole of last year? Because our machines are rebuilt and give our customers entire satisfaction. Look this list over:

Cylinder Presses

No.
329—7 Col. Quarto Two-Revolution Campbell, front fly delivery, table distribution, 4 form rollers.
204—7 Col. Quarto Hoe Two-Revolution, table distribution, rear tapeless delivery, 4 form rollers.
202—25 x 34 Whitlock Drum Cylinder, table distribution, rear tapeless delivery, 2 form rollers, 4 distributors, back-up.
338—24 x 32½ Diamond with power fixtures.

No.
1866—39 x 55 Two-Revolution Cottrell, style K, both deliveries, in excellent condition, modern machine.
1864—No. 3 Pony Optimus, bed 26 x 32.
1863—Whitlock Two-Revolution Pony, bed 30 x 41.
1856—0000 Miehle, bed 46 x 62.
1854—33 x 42 Two-Revolution Campbell, front fly delivery.
1857—Two-Revolution Optimus, bed 37 x 52.
1858—Two-Revolution Optimus, bed 35 x 50.
1861—27 x 39 Two-Revolution Cottrell, front fly delivery.

Miscellaneous Machinery

224—10 x 15 C. & P. Gordon
378—10 x 15 W. & B. Gordon
227—18 x 22 Caxton.
254—14 x 22 Galley-Universal.
315—10 x 15 Falcon.
319—10 x 15 Colts-Armory.
324— 8 x 12 Challenge Gordon.
330— 7 x 11 C. & P. Gordon.
374—10 x 15 C. & P. Gordon.
341—13 x 19 W. & B. Gordon.
362—26½" W. & B. Lever Cutter with interlocking gauge.
333—30" Peerless Lever Cutter with interlocking gauge.
350—32" W. & B. Hand and Power Cutter, with interlocking gauge.
360—No. 7 Brehmer Stitcher.
1871—No. 1 20th Century Monitor Stitcher.
112L—½" Power Morrison Stitcher.

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You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers

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LIMITED

Sales Offices: Hamilton Toronto Montreal Winnipeg Vancouver St. John

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Parchment Bond

We carry the following sizes in stock:

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New Sizes Just Added to Stock

18¼ x 22¼ 19¼ x 24¼ 22¼ x 28¼ 28¼ x 34¼ 26¼ x 28½

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ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS.
ESLEECK MFG. COMPANY

True paper economy consists in using the RIGHT papers

Esleeck's Thin Papers are RIGHT for important uses in every business office!

These strong, useful, durable papers are sold by leading jobbers

Ask Dept. H for New Sample Book

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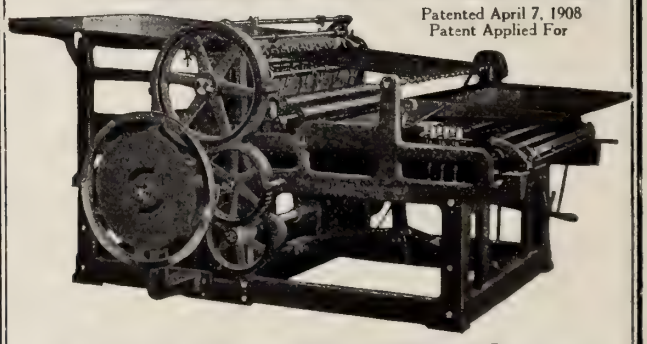
TURNERS FALLS, MASS.

The LEE TWO-REVOLUTION PRESS

Patented April 7, 1908
Patent Applied For



A High Class Two-Revolution Two-Roller, All-Around Printing Press

Size of Printing Bed, 26 x 38 inches; Actual Printing Surface, 22 x 35 inches; Will Handle Paper Up to 24 x 36 inches; Speed per hour, 1800 without and 2250 with Air Springs; Export Shipping Weight, 5700 pounds (2590 kilos); Cubic Measurement, 176 feet.

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The Challenge Machinery Co. Grand Haven Mich., U.S.A.

Also manufacturers of the Stonemetz Two-Revolution Press in 3 sizes, Diamond Power Paper Cutters, Advance Lever Paper Cutters, and many other tools and requirements for printers.

Established 1879

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STOCK CERTIFICATE BINDERS

PERFECT ATTENDANCE CERTS.
INSURANCE POLICIES
CERTIFICATES OF AWARD

BOUND AND LOOSE-LEAF
CORPORATION RECORD BOOKS

QUALITY ART BLOTTERS
CALENDAR CARDS
MAILING CARDS

Goes Lithographing Company
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Send Us Your Enquiries

Non-Curling Gummed Paper

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Stay Paper for Box Making

Sealing Machines

and Help the Trade of the Empire

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WHAT IS YOUR SPECIALITY?

IS IT COLOUR WORK? Install a MANN OFFSET, which, owing to its special design, has established itself as **the only Rotary Offset Machine** capable of printing successfully heavy solid colour work.

IS IT COMMERCIAL WORK, LETTER AND INVOICE HEADINGS, AND FINE WORK ON HARD BOND PAPERS? Install a MANN OFFSET, **the simplest in operation,** enabling you to produce first-class work with no trouble and at a high speed.

Whatever your work is, IT WILL PAY YOU to install a MANN OFFSET. Over FIVE HUNDRED have already been sold.

WE ARE SPECIALISTS TOO

We specialize in Offset Machinery of all kinds; Single-Colour Rotary Offset Machines in sizes ranging from Demy Folio to Extra Eight Crown; Two-Colour and Perfecting Rotary Offset Machines in sizes ranging from Double Demy to Extra Eight Crown; Offset Proving and Reversing Presses in three sizes, etc., etc., and we shall be glad to give you full particulars upon request.

THE MANN LITHOPRESS CO.
58 Walker Street, New York, U.S.A.

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Steel and Copper
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Mr. Printer:—

Let us assist you to take care of this class of work—engraved wedding invitations, visiting cards and embossed stationery.

Samples of work, prices and full information promptly furnished on request.

Standard Embossing Co.

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6

PRACTICAL ARTICLES IN THE PRINTING ART FOR JULY

The Five Laws of Good Printing
By Albert Sidney Gregg

In the Mechanical Department
By James H. Davis, Jr.

How One Printers' Club is Making Better Craftsmen
By Robert F. Saladé

The Selection of Color
By J. F. McMahon

The regular departments,
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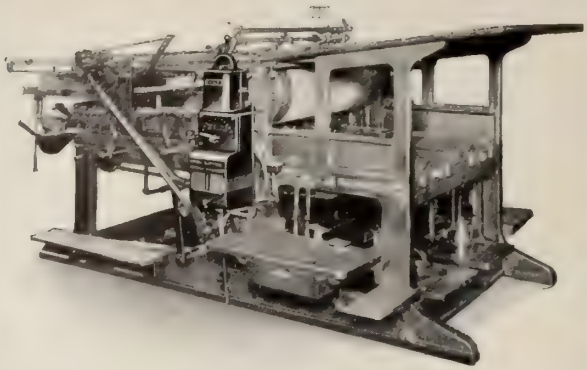

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1. Gives pressman or foreman positive control of press speeds for any number of presses.

2. Pre-sets speed at which each job is to be run; yet permits flexible speed-variations, at any moment—not by the feeder, but by his superior.

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4. In connection with Kimble Cylinder Press motors (alternating current only) gives both higher and lower effective speeds than can be secured in any other way.

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APPEARANCE alone won't always inspire the spirit of welcome that makes a house organ worth while, but it goes a long way toward insuring attention—the first essential of success in advertising.

Although UTILITY-ACCORD was not planned especially for house organs, it is so adapted for that purpose that it will appeal at once to all house organ publishers seeking the most desirable stock.

For catalog covers—brochures—broadsides—and all forms of direct publicity, it is likewise suitable.

UTILITY-ACCORD is made in seven rich shades and may be had in three weights:—20 x 26—65 lbs., and 20 x 26—130 lbs., and in book paper 25 x 38—60 lbs.

We will mail you sample sheets on request

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12c. per lb.
Case Lots 11½c. per lb.

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16	x 26	—22,	
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17	x 28	—25½	
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20¼	x 33	—28	
22½	x 27½	—33	
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WHITE WOVE ENVELOPES

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Per 1,000 $1.85
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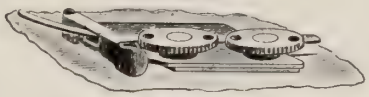

Megill's Double Grip Guage
By the set of 3 with key and extra tongues.

QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

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Work equal to the finest steel die embossing—and without any plates, dies or special apparatus!

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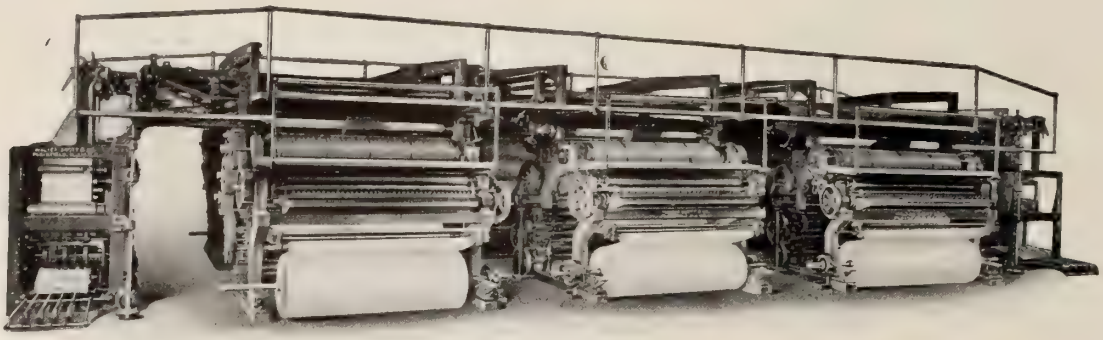
NEVER HAS TO BE EXCHANGED



THIS IS A SCOTT SIX-UNIT PRESS

consisting of six, four-page-wide units and four folders. It can be operated as three independent Quadruples, two Sextuples or as two Octuple Presses.

NOTE HOW ACCESSIBLE

this machine is, having every part on the same plane near the floor. Plenty of room to work around the press.

IT IS THE ONLY WEB PRESS

on the market that has taken into consideration the men who operate the machine, so they can turn out the maximum amount of work and eliminate a great deal of unecessary labor.

ADDITIONAL UNITS AND FOLDERS

can be added at any time, converting press into a Four Quadruple or Double Octuple Machine without stopping the press for a day, or missing an edition. You can start with a two unit press giving Quadruple capacity, and adding to it as required to meet increasing demand for more pages or more papers.

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3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

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No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
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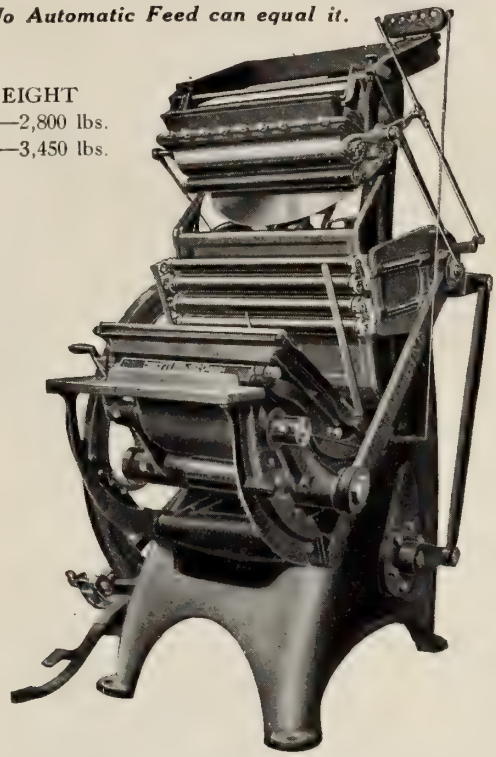

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DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

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These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

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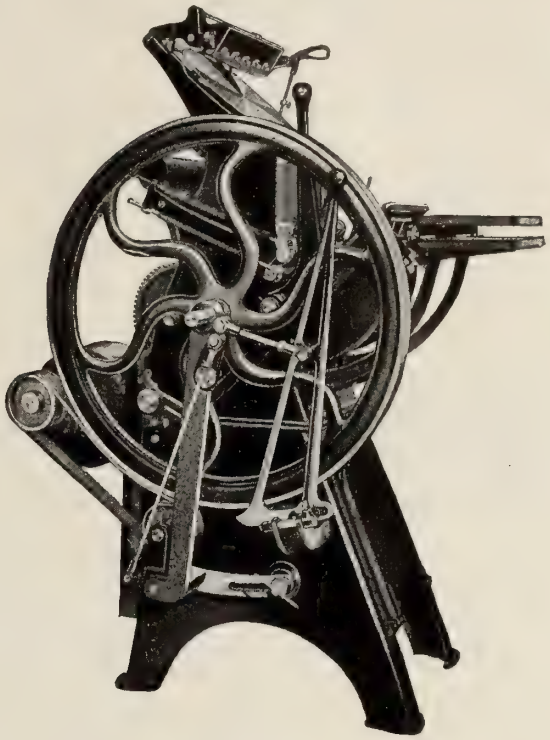

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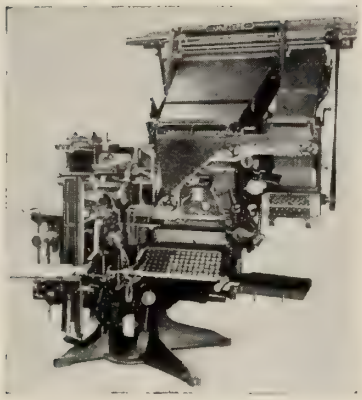

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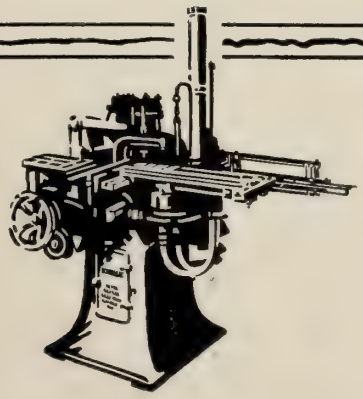

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This article was written for the purpose of letting the other provinces know that the feeling exists but it will be of intense interest to people in the Maritimes. Be sure to read it—"The Spirit of the Maritimes."

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Bonar Law, the man from the Maritimes, who has been the able lieutenant of Lloyd George at all crises in Great Britain, appears on the cover in a handsome three-color reproduction.

Other Big Features of the Number

"With the Snowball Brigade"

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Here are a few of the articles in this splendid department chosen as the best published during the past month in all magazines:

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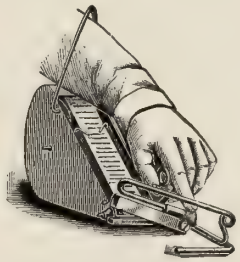

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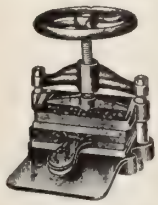

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for AUGUST, 1919

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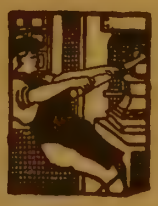

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All the popular colors are included in the FIBRESTOC range—**White, Buff, Brown, Grey, Blue, Green, Robins' Egg, Lavender, Wine** and **Russet.** Takes ink perfectly and permits striking effects in multi-color printing.

You have to see and examine FIBRESTOC to appreciate its exceptional merits and value. Sample books now being mailed. Did you get yours?

This design a guarantee of quality

Distributed by

Barber-Ellis, Limited - - - - Calgary, Alta.
Barkwell Paper Co., Limited - - Winnipeg, Man.
Buntin, Gillies & Co., Limited - - Hamilton, Ont.
Buntin, Gillies & Co., Limited - - Ottawa, Ont.
Canada Paper Co., Limited - - - Montreal, P.Q.
Canada Paper Co., Limited - - - Toronto, Ont.
L. P. Turgeon - - - - - - - - Quebec, P.Q.
Smith, Davidson & Wright, Limited, Vancouver, B.C.
Smith, Davidson & Wright, Limited - Victoria, B.C.

Other Good C.P. Co. Covers

Wove Mill
Cashmere
Derby
Tinted Art S. C.
Tinted Art Suede

Made in Canada by

CANADA PAPER CO. LIMITED
WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

"DOMINION"

BLACK INK

Used in Canada Wherever Good Printing is Done

NEW

SUPERIOR

HALF-TONE BLACK

For the finest half-tone work on coated papers. None better. Try some at once, for it's the best on the market to-day. Sample sent with pleasure.

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

128-130 Pears' Avenue, Toronto, Canada

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice *Manager for Eastern Canada*
128 Bleury St., MONTREAL
Phone Main, 5124

PRINTER AND PUBLISHER, August, 1919. Vol. 28, No. 8. Published monthly at 143-153 University Ave., Toronto, by the MacLean Publishing Co., Ltd. Yearly subscription price, $2.00 Entered as second-class matter at the Post Office Department at Ottawa, Canada. Also entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, N.Y., U.S.A., under Act of March 3rd, 1879.

The Adman Cabinet

as we are now producing it is the result of evolution. This cabinet probably comes nearer to being a cabinet of universal adaptability than any other we have ever produced.

Refinements of various kinds have been added to the cabinet from time to time, as practical working every day use of the cabinet has indicated that some addition or change would be advantageous.

Two important objects are accomplished by the use of this cabinet in the printing office: First, a very appreciable saving of space; second, a great saving in labor.

This cabinet is made in wood and steel construction, and is but one of many modern pieces of equipment of equal merit that are included in the Hamilton line.

The Hamilton Manufacturing Company

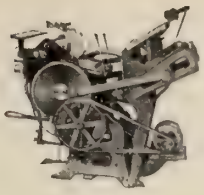
Hamilton Equipments are Carried in Stock and Sold by all Prominent Typefounders and Dealers Everywhere.

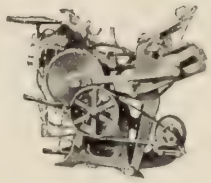
Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern. J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed to every enquiring printer.





The Miller Feeder

Fitted to a Chandler & Price Gordon is a Certain Money-Maker for THE PRINTER

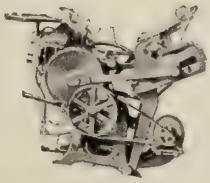
During the short time the Miller Feeder has been on the Canadian market over 75 printers have installed them. Nine of these have sent us repeat orders, and one of the nine has now three feeders running and earning him money.

Our installations are spread from coast to coast and to far-away Japan, and every feeder is giving satisfaction. Why not write us now and get rid of your feeder troubles? Our representatives will be glad to call upon you and show you where the installation of a Miller Feeder will save you time and money.

Our experience is at your service for the asking. Write nearest branch.

Toronto Type Foundry Company, Limited

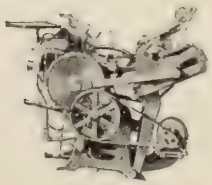
Corner York and Wellington Streets, Toronto



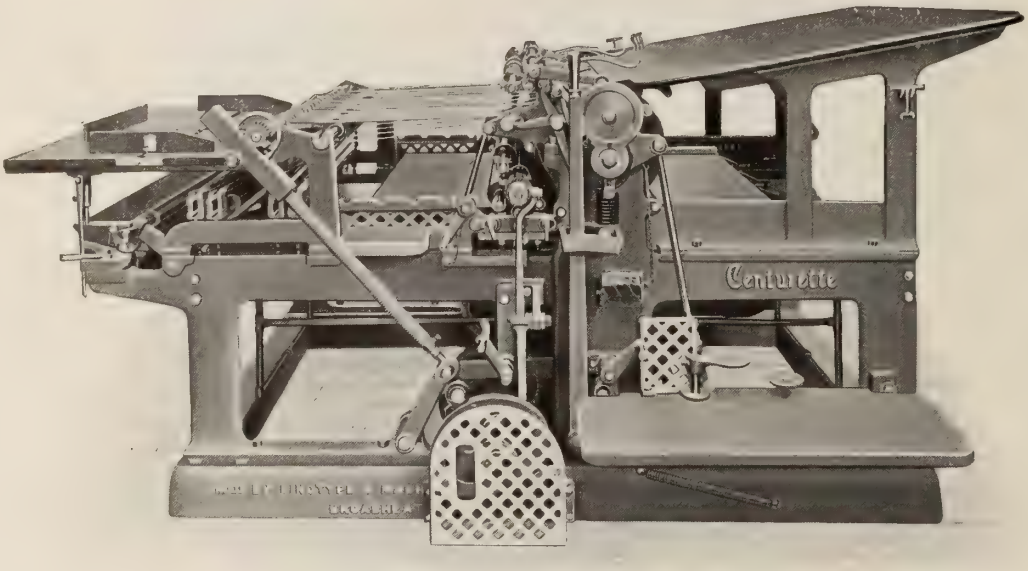
Branches:

201 Beaver Hall Hill — **MONTREAL**

175 McDermott Ave., E. — **WINNIPEG**



TRADE **Centurette** MARK



THIS two-revolution press has a wide reputation for the excellence of its book and job printing, not only amongst printers in the United Kingdom and throughout the Colonies, but also on the Cantinent of Europe.

Its high speed (it is built to run at the rate of 3,000 impressions of a 37″ x 24″ sheet per hour) has enabled printers to take full advantage of automatic feeders.

It is solidly built, its design is simple but effective, its working parts are few and easily adjustable, and its ductor, cylinder, and bed are readily accessible.

It is under full control at all times.

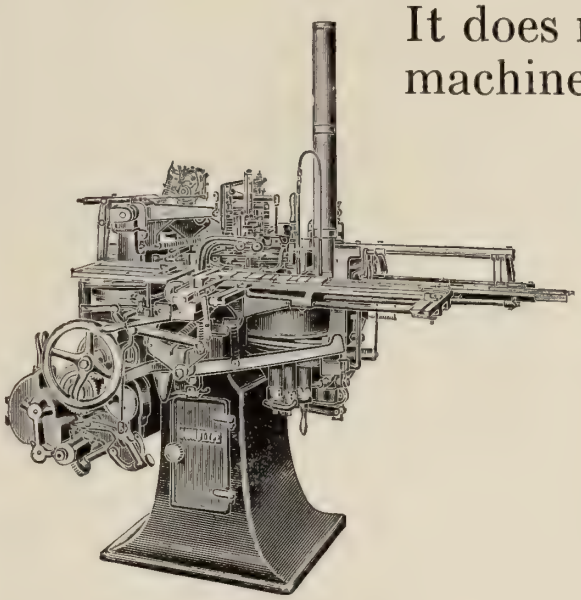
If you have not received a copy write for Folder No. 278.

The Centurette is manufactured by Linotype & Machinery at their Broadheath Works, England. All communications relating to this machine should be addressed to

Linotype and Machinery Limited,

c.o. Canadian Linotype Limited, 68 Temperance St., Toronto.

The Monotype *is* Complete *in* Itself



It does not require any other machine to help it out

A composing room equipped with Monotypes is ready at all times to do any kind of composition, from the plainest straight matter to the most intricate tabular and scientific work, and do it better than it can be done by any other machine or by hand, including some that can be economically handled only on the Monotype.

The Monotype revolutionized composing-room methods by the introduction of the Non-Distribution System, which provides the material to keep all the hand compositors busy all the time on productive work and eliminates the non-productive operations.

The Monotype is a complete type foundry in your composing room, making all the type, borders, rules, leads, slugs, and spacing material for all the work so economically that new type is cheaper than old that has to be distributed. And then new type saves money in the pressroom.

Lanston Monotype Machine Co.

PHILADELPHIA

NEW YORK, World Building — BOSTON, Wentworth Building
CHICAGO, Plymouth Building — TORONTO, Lumsden Building
Monotype Company of California, SAN FRANCISCO

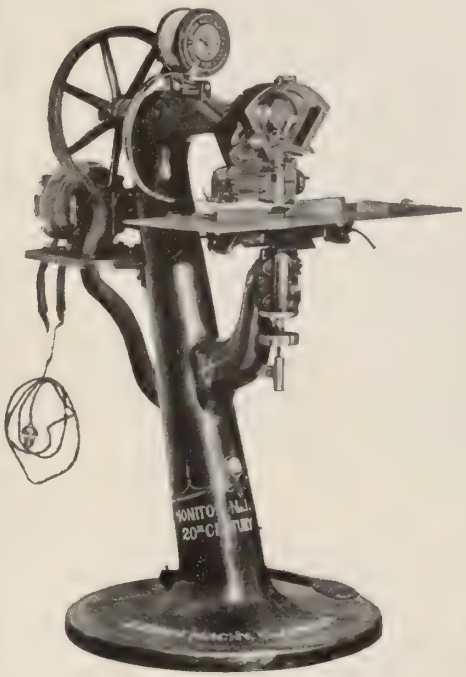
239

This advertisement is composed in Monotype No. 150 Series and Monotype Rule

Monitor Machinery Cuts the Cost of Production

MONITOR MACHINES deliver more work; lose less time through breakdowns; cost less to operate and maintain; last longer, depreciate less and command a higher trade and resale value than any other machines of their kind.

MONITOR MACHINES are built to endure. Designed right, built from the best material and with the highest grade of workmanship, they can always be depended upon to produce the work most efficiently.



No. 1 Monitor Wire Stitcher

In Use Nearly 100% of the Time

No. 1 MONITOR WIRE STITCHER is in operation a greater number of hours per day than any other size Wire Stitcher because of its adaptability to almost any stitching job.

This protects you against unproductive time and earns you a profit when machines of limited capacity are idle.

THE REASON:

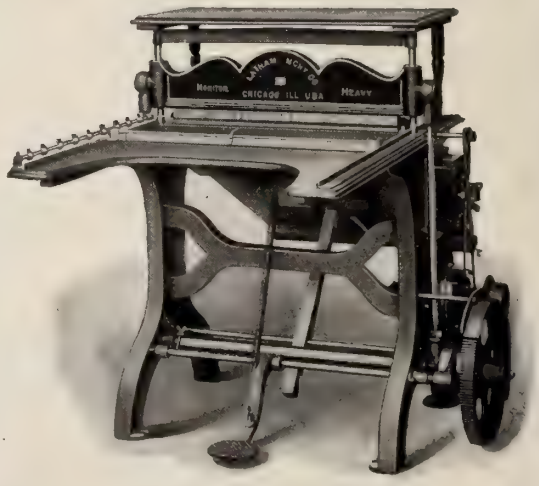
Capacity, 2 sheets—⅞ inch; wire used, No. 30 to 25 round and 20 x 25 flat. Speed, 150 R.P.M.

Buy this machine of general utility! Save on floor space and idle machinery!

Extra Heavy Perforator

Speed and Durability

The MONITOR EXTRA HEAVY PERFORATOR combines these two essentials. Equipped with Feed Gauge and Back Roll Delivery it is possible to make all parallel lines of perforation at one handling of the stock through the machine, thereby eliminating resetting the gauges and many handlings of the stock. The DIE PLATE in the machine is made of hardened tool steel. The STRIPPER is of heavy T bar iron with brass facing, insuring perfect alignment of the pins with the Die Plate without friction on the pins. The PINS are also hardened, but not as hard as the Die Plate. The PINS can readily be replaced at small cost in your own plant.



Sold in Canada by

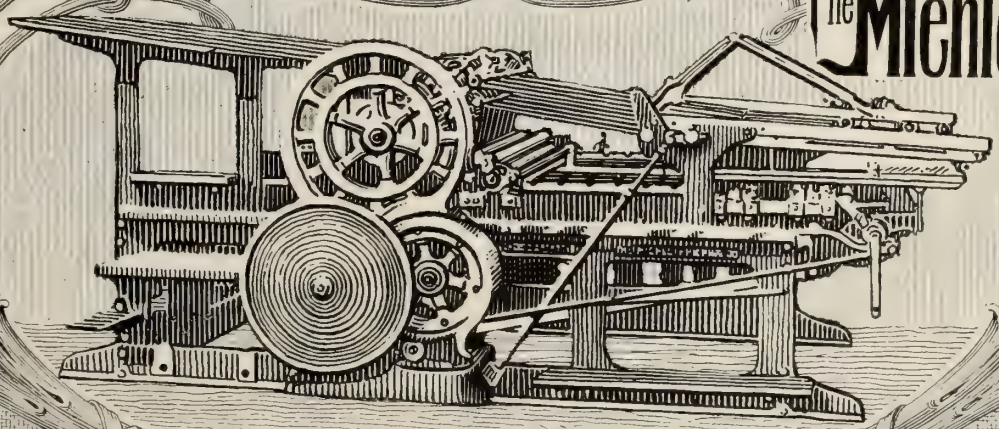
H. J. LOGAN, 114 Adelaide St. W., Toronto

"An Instrument of Progress"

THE invention and perfection of the Miehle Press have been of such great importance in the enormous development of the printing industry that we have deemed it worth while to publish its history.

The original article, which appeared in one of the trade papers, has been amplified and the whole is now presented in an attractive booklet which is being circulated to the printing trade.

The historical facts contained therein would no doubt be interesting and instructive to your pressmen, and we would be glad to furnish additional copies for distribution among them if you will let us know how many you will be able to use.



MIEHLE PRINTING PRESS & MFG. CO.

Fourteenth and Robey Streets, Chicago

Distributers for Canada

TORONTO TYPE FOUNDRY CO., LIMITED

TORONTO MONTREAL WINNIPEG REGINA

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED.

$8,500,000

Why Send All This Money out of the Country?

Importations of foreign-made PAPER into Canada last year amounted to approximately $8,500,000.

Nearly all of this paper could have been made in Canada, and could have been better in quality at little or no greater cost. The support of home industries is a vital part of the movement towards Reconstruction. Every Canadian printer should

USE MADE-IN-CANADA PAPERS

Look for this mark on the wrapper of every package of paper you buy.

Canada is one of the greatest paper-making countries in the world. Here the BEST papers are made. The demand has always been ahead of the supply on certain grades.

Now is the time for using BETTER paper in booklets and printed matter, for Better Paper begets Better Printing,—and satisfied customers.

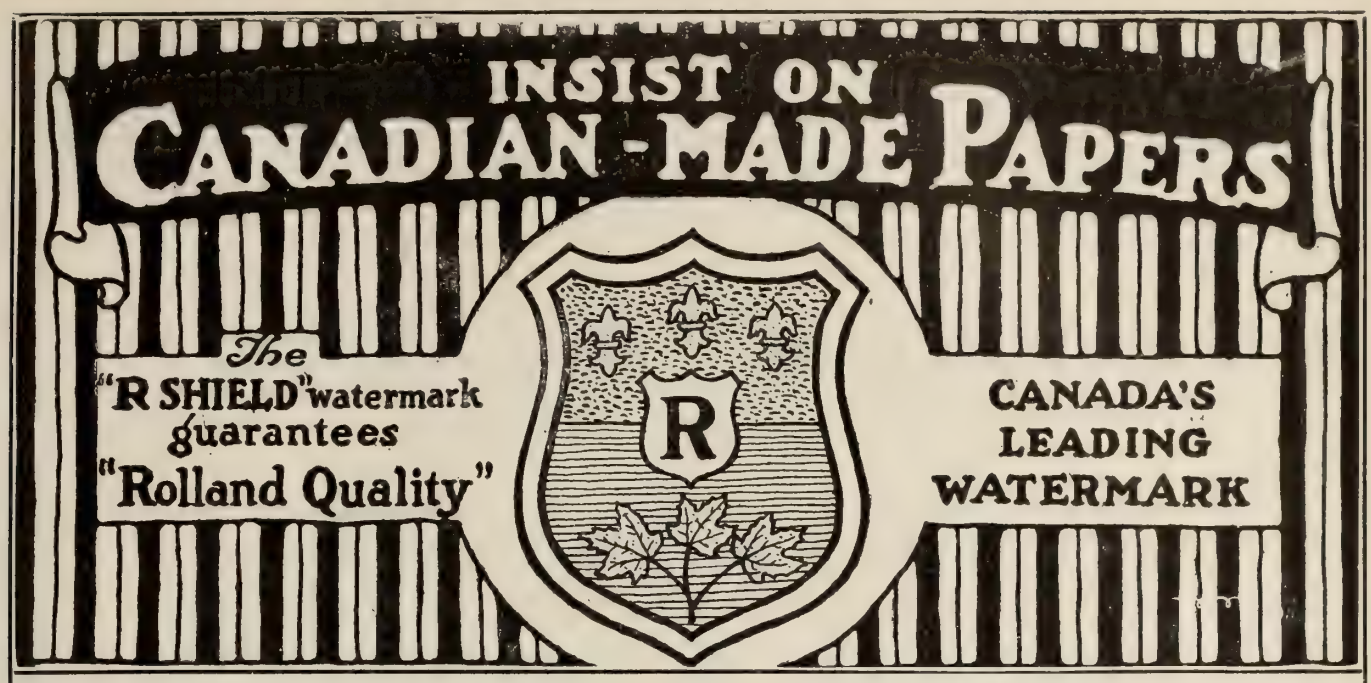
It is to your benefit and ours to insist on papers made in Canada, and if you will use none other you will help to retain $8,500,000 a year in this country.

Send to-day for the booklet, "Some Facts About the Pulp and Paper Industry of Canada." It is free. Address

CANADIAN PULP AND PAPER ASSOCIATION

Book and Writing Paper Section

137 McGill Street, Montreal



In Bond Writing and Ledger Papers the "R Shield" Watermark is guarantee of Superior Quality.

Why not ask us for samples of any of the following Rolland Watermarks?

Bonds and Ledgers (Wove)

Superfine Linen Record
Canadian Linen Bond
Earnscliffe Linen Bond
Earnscliffe Linen Ledger
Empire Linen Bond
Colonial Bond
Mount Royal Bond

Bonds (Laid)

Standard Pure Linen
Crown Linen

Loose Leaf Ledgers

Superfine Linen Record
Earnscliffe Linen Ledger

Writings

Donnacona
Canada
Columbia
Monogram
Arcadia
Maple Mills

Specialties

Rolland Antique Vellum
Rolland Antique Linen
Rolland Parchment

These papers are sold by the leading jobbers throughout Canada. They are in constant demand by consumers.

The Rolland Paper Co., Limited

High Grade Paper Makers Since 1882

Montreal, P.Q. **Mills at St. Jerome, P.Q., and Mont Rolland, P.Q.**

Wilson-Munroe Co., Limited
TORONTO

No Better Value at the Price

CONSUMERS BOND
(Watermarked)

Notwithstanding the number of similar-priced sheets on the market—we are selling more *Consumers Bond* to-day than ever before. Large stocks carried in white and a pleasing assortment of tints, all standard sizes and weights.

Samples and Quotation on Request

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

ADCO "The Binder of Highest Efficiency"

ADCO A OPEN, SHOWING WRITING SURFACES -HOLDS ONE SHEET OR A THOUSAND

A marvel in mechanical efficiency is this Adco Flex ion Expansion Binder. With every objectionable feature of the old-time binder eliminated, the Adc o (illustrated here) is the one best binder for every office everywhere.

All the parts of the mechanism are within the two small steel tubes, with no parts whatever in the covers; and as the binder holds one leaf, a few lea ves or one thousand leaves with 600 pounds pressure, the leaves are, therefore, held in alignment.

OUR OWN MANUFACTURE

SEND FOR CATALOGUE AND FULL DATA.

W. V. Dawson
LIMITED

MONTREAL
TORONTO

CALENDAR ENVELOPES

MANILLA *KRAFT* *GLASSINE*

Send Us Your Specifications Now

WE ARE ENVELOPE
MANUFACTURERS FOR
THE

TRADE ONLY

Prompt Service

TORONTO ENVELOPE CO., LIMITED

119 Adelaide Street West
TORONTO

We Carry Complete Stocks of the
Following

Made-in-Canada Papers

Krypton Parchment
Superfine Linen Record
Royal Record
Bell Fast Bond and Ledger
Earnscliffe Linen Bond and Ledger
Tribune Bond
Colonial Bond
Genoa Bond
Welmade Ledger
Progress Bond

Prompt and Efficient Service

UNITED PAPER MILLS LIMITED

64 John Street North
Hamilton, Ont.

66 Temperance Street
Toronto, Ont.

LABOR COSTS

Must Be Considered

In the bindery, quality and quantity of output are essential elements in producing profit. Lost time, poor work, broken promises, due to indifferent machine equipment add to the labor cost, so that many times a reasonable quotation on bindery work shows a loss instead of a profit.

IF YOU HAVE

"Seybold" Paper Cutters, "Hickok" Ruling Machines, "Perfection" Wire Stitchers

in Your Bindery You Are Making the Most out of Your Opportunities.

Send for descriptive matter which will explain in detail the construction and operation of these machines.

THE J. L. MORRISON CO., TORONTO

445-447 KING STREET WEST

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber For

POST CARD—MAPLE LEAF—BEAVER *and* EMPIRE BRISTOLS

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

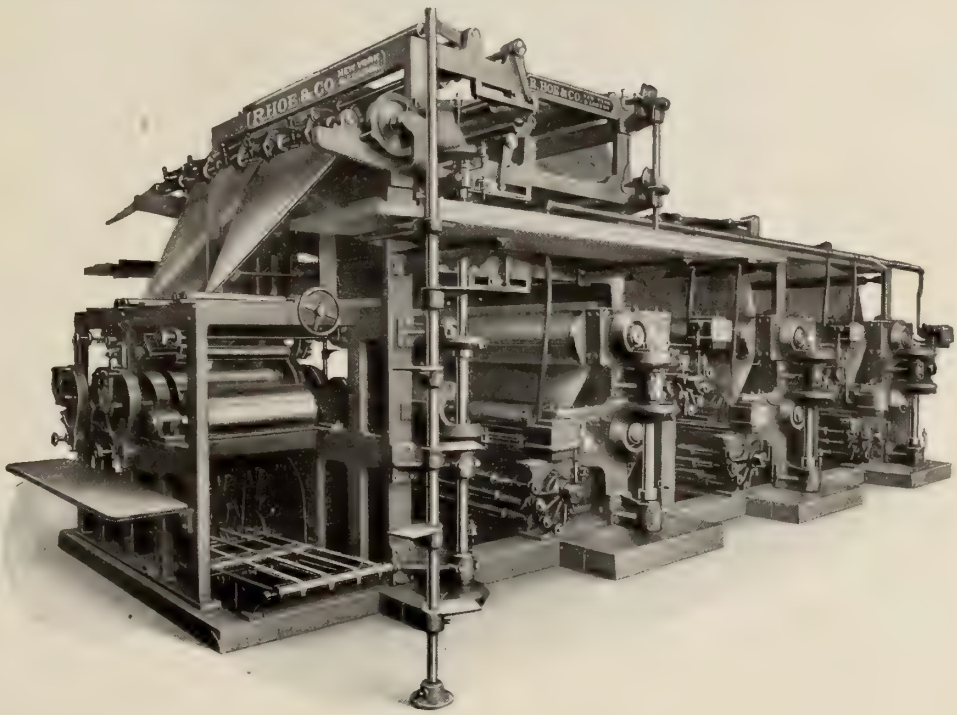
TORONTO, CANADA

Net Output is What Counts

In these times of high costs and heavy operating expenses, economy and efficiency are the prime requisites of success.

Hoe presses give the maximum net output and combine quality with quantity of product, thus relieving the publisher of pressroom worries and insuring the highest efficiency and greatest economy in newspaper production.

Hoe New Model Superspeed Low-Type Unit Press



The Speediest and Most Efficient Newspaper Press Made

Running Speed as a Sextuple:

80,000 or more papers per hour of 4 to 12 pages.
40,000 or more papers per hour of 14 to 24 pages.
20,000 or more papers per hour of 28 to 48 pages.

New and Distinctive Features

Improved Ink Distribution and Patented Ink Pumps, Doing Away with Ink Fountains and Ductor Rollers; New Design Plate and Impression Cylinders with Special Bearings, Reducing Operating Power to the Minimum; Cylinder and Main Gearing of New and Special Construction; Independent Vertical Driving Shafts for each Printing Unit; Improved Folder Drive; also the Hoe Rotating-Blade High-Speed Folding Mechanism, Quick-Acting Plate Clamps, Locking Roller Sockets and other Hoe Patented Improvements.

All Parts Readily Accessible From Floor; Extra Heavy and Rigid Construction Throughout.

R. HOE & CO.

504-520 GRAND STREET NEW YORK

CHICAGO, ILL.
544-546 South Clark Street

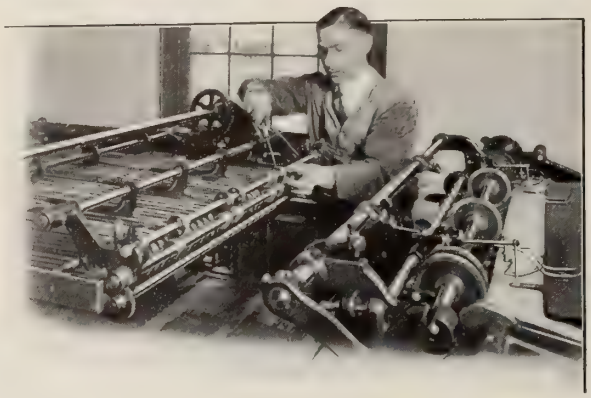
BOSTON, MASS.
7 Water Street

LONDON, S.E., ENG.
109-112 Borough Road

BABCOCK

UNIVERSAL EQUIPMENT

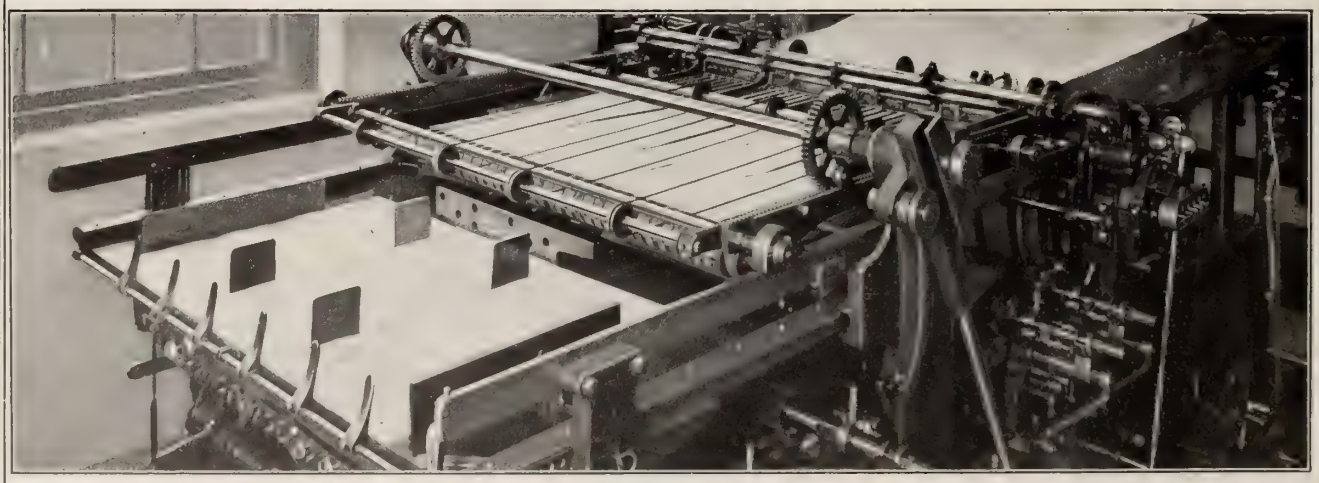
Our Best Advertisements Are Not Printed, They PRINT!



CAREFUL attention to *every* operating detail in the selection of a cylinder press is the first essential in *reducing printing costs.*

One of the *Universal Equipment* advantages on the BABCOCK "OPTIMUS" is here shown. THREE OPERATIONS IN ONE—**PRINTING, SLITTING,** and **PERFORATING.** The slitters and perforators are easy of access for adjustment, may be thrown into or out of action instantly without the use of tools, and the sheet is so controlled that accuracy in both cut and perforation is assured, *with any number of blades in use.*

Compare BABCOCK methods with those used on *other* presses for RESULTS.



THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON - CONNECTICUT - - - NEW YORK OFFICE - 38 PARK ROW

BARNHART BROS. & SPINDLER, GENERAL WESTERN AGENTS, CHICAGO, ST. LOUIS, DALLAS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE
JOHN HADDON & COMPANY, AGENTS, LONDON, E. C.
MILLER & RICHARD, GENERAL AGENTS FOR CANADA: TORONTO, ONTARIO, WINNIPEG, MANITOBA.

BE THERE!

LET nothing keep you from the 33d Annual Convention of the United Typothetae of America, Hotel Commodore, New York.

Conditions in the Printing Industry are undergoing sweeping changes. This year is totally different from any preceding year. Next year will bring yet more different, perplexing problems.

Are you prepared to meet them now?

Come to the U. T. A. convention and hear men of experience and authority discuss these topics—of pocketbook interest to you. Make your reservation direct to the Hotel Commodore to insure accommodation.

Your business your profits and your success will be strongly influenced by your attendance at this convention.

UNITED TYPOTHETAE OF AMERICA

Mark Well the Mark

UNITED TYPOTHETAE OF AMERICA

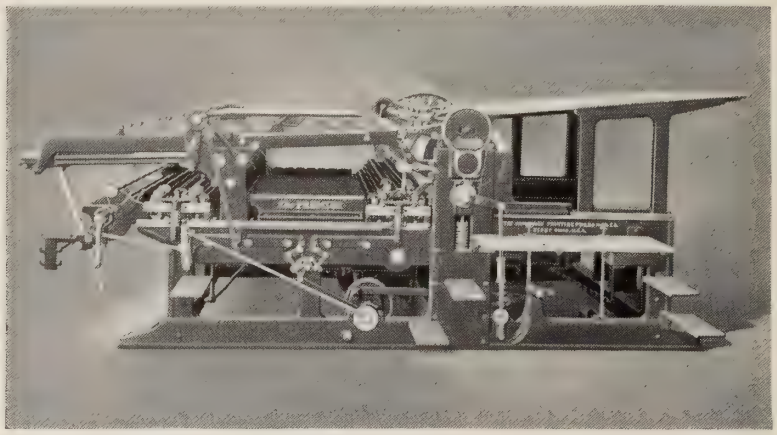
(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

General Offices: 608 South Dearborn Street, Chicago

"Not Conducted for Profit"

THE DRIVE—register, speed, smoothness of operation—
THE IMPRESSION—true, unyielding, quick to make ready, minimized plate wear—
THE DISTRIBUTION—more rollers, better ink cut-up, ease in setting and holding color—
THE DELIVERY—quick change from fly to printed-side-up and vice versa, avoidance of slip-sheeting—

these, the basic devices of the modern two-revolution press, worked out to the highest stage of mechanical perfection, are embodied in



The PREMIER

It is the Best of All the Two-Revolution Presses

Let Us Tell You About It!

We also manufacture
The Whitlock Pony
The Potter Rotary Offset Press
The Potter Lithograph Press
The Potter Rotary Tin Press

All Leaders in Their Field

PREMIER & POTTER PRINTING PRESS CO., Inc.
SUCCEEDING THE WHITLOCK AND POTTER COMPANIES
1102 Aeolian Bldg., 33 West 42d Street
NEW YORK

Canada West:
MANTON BROS.
105 Elizabeth St.
Toronto

Maritime Provinces:
PRINTERS SUPPLIES LTD.
27 Bedford Row
Halifax, N.S.

Canada East:
GEO. M. STEWART
92 McGill Street
Montreal

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Organizing the Outside Correspondents

Experiences That May Help Others To Benefit

By An Ontario Publisher

I WAS interested in something that appeared in PRINTER AND PUBLISHER about a year ago in regard to paying more attention to the correspondents that you have representing you in your county. I am publishing a weekly paper in a good Ontario district, and of course I am located in the very best town. Business is good. We are making a little money, and we are going to make more. I am not in the market for an offer to sell out, so there you are.

But to get back to where I started from once more. When I read that story about working with the correspondents I saw there was a good, big field there that I had not touched before at all. As a matter of fact I counted up and found that I had a list of 26 correspondents, and by stretching a point I found, after being fairly honest with myself, that I did not know over 11 of them, and the worst of it all was that I had made the acquaintance of these 11 because they had come to the office when they were in town, otherwise I would not have known them.

Yes, sir, I was willing to own up to the fact that if it had been left to my own effort in this direction I would not have known any of my country correspondents. They were there when I took over the paper. I had written them a letter telling them of the change in ownership of the paper, and asked them to co-operate with me in turning out a bigger and a better paper and all that kind of stuff. They had responded fairly well, and being busy with work in the office, I had let it go at that. As a matter of fact I know now that I was making the fatal error of making a printer out of myself all over again instead of getting out and representing my paper where it should be represented.

He Makes a Start

Well, we have a town that is fairly easy to get at from all points of the county, so I decided to get my correspondents, or as many of them as would come, or could come, together for a social time. I made provision for keeping those over night who could not make the return trip in a day. We sat down and had dinner together in one of the hotels in town. We spared nothing at all in the way of getting the thing done well, and we had a room to ourselves. I asked the Mayor of the town to come along, and we also had a couple of the county councillors from our corner of the county. Together, we mustered some 25, of which 19 were correspondents, and I thought that was pretty good for a starter. During the dinner we had music, provided by some talent that was available in the town. The musicians were anxious to help me out in this matter and it did not add to the expense, but certainly it did add to the pleasure of the occasion. About the time dinner was over I called on the Mayor and the councillors there for short addresses, and this gave a tone and standing to the event that pleased me highly.

Now Down to Business

I had explained to these officials before that what took place after they were through with their addresses would be of no interest to them, and in fact I told them that we could go ahead very much better if they were absent, and so they simply withdrew and left me alone with my 19 correspondents. Nor did I monopolize the time. I simply stated my case. In the first place I apologized for not having met them before. I also found that they did not know each other, so we hit upon the plan of not only introducing them, but of pinning a little tag with name and district, so there could be no mistake. I had gone over the ground carefully before and knew just what I wanted to cover. I impressed upon them the fact that I was totally and entirely dependent on them to keep the paper strong and straight in the district. I

made it clear to them that they could perform a real service for their own community by keeping its good points before the people, and by setting a high standard in the way of the news that it recorded week after week. I told them we wanted a paper that could go into every home, and that it should be so clean and so bright that every member of the family would want to read it. I told them very plainly of the things I wanted them to avoid, and also put before them the opportunity that was theirs of saying a good word for the paper, and also of seeing to it that people in their district became subscribers. It was not nearly as hard as I had imagined before to deal with this last problem. It was not necessary to put it before them as a canvassing proposition, for in that way it would not be attractive to some. But the idea that they were representing the paper, and should have as many readers as possible in their own district to read their matter and be influenced by it had a good appeal. Of course I offered them my usual commission for every subscriber they secured, and also impressed them not to try to get people to take the paper for a personal reason, but because they were going to make the paper worth the money.

Then there was another point that I took special care to emphasize. There is nothing original in it as far as I am concerned, as I have seen it several times in PRINTER AND PUBLISHER. That is that we wanted to put in the paper the news of the district that could not be secured in the daily papers. I tried to impress them with the fact that our corner of the county was our special field, and we wanted to cover it so that never a thing of any size or importance would happen that we would miss. In conclusion I intimated that as business developed and made more money we would try and work out some system of recognition and remuneration for those on the outside. I am working this out now, and although the pay will not be handsome by any means, it will be a long step in advance, and it will be money well invested.

Then the Correspondents

Then I started at the head of the table and went around. I asked them in turn to tell any troubles they had had, or what sources they found to be particularly good in the securing of news. At first it was hard to get them to respond to this, but the power of suggestion is strong, and they had not passed the first six before the first one asked for a chance to add to what she had said, as something suggested by the sixth speaker had given her the idea. And so on it went. One young lady, living on a farm, had made it known to all her friends that she was the correspondent for the paper. They used to send her items, and she used the 'phone to advantage.

Another, a young farmer, was a friend of the auctioneer. He kept well in touch with many of the sales that were taking place on the farms, and knew what prices were being secured, and where all the people were going after the sale, and who had bought the farm. He surprised most of us, and he had a real sense of news, and if it had not been for the fear of spoiling a good farmer who was making a good living I would have gladly suggested that the newspaper field would have been his forte.

One of the correspondents was a storekeeper in a village of about two hundred people. Now, honest, I will own up, I had never been in that place, although I had a good list there. I later made arrangements with this chap to use a certain space to advertise his business on the same page as the news from his district appeared. He is doing a good business for me now. He asks the people as they come into the store what is going on in their particular section. I guess every person in that village knows he is our correspondent. They know he wants to get the news, and they know from experience that he will get it straight. I have seen in the last month as much as two columns of stuff from that place, and all of it good enough to go right through.

Well, I am not going to worry you with too long a recital of this speech-making event, but I was impressed with the good stroke of business I had stumbled across. We were through with our little meeting at three o'clock. Our town does not boast a moving picture show as a regular institution, but three days a week, and I had arranged for a special little show for 3.30 in the afternoon,and so we went over and wound up with this little form of entertainment about 5 o'clock. The train that took the greater part of them home left at six in the evening, so we had time to go through the printing office, and explain the different processes to them.

There were seven who could not get home, so I arranged, as stated before, for them to spend the night at the hotel. I had them at my home for the evening. We had a good time generally. I did not force the conversation into business channels, thinking I had talked enough "shop" for one day. But it gave me a great chance to find out a lot about the ideas of the people in my constituency, their viewpoint, prejudices and the like, and when they had gone for the night I reflected that it had been the

greatest business day in my career, although it had been all on the expense side. The whole thing did not cost me a great deal, though. The transportation was not much of an item, as the distances were not long, while the spread at the hotel, although bordering on the elaborate, was put on at a very reasonable figure, the proprietor figuring that it would be good business for him to have all these correspondents at his house.

Following It Up

And here is where I followed up what had been done. About a year ago there was an article in PRINTER AND PUBLISHER about "Working With Your Correspondents." I started right then to do it. I am enclosing a correspondence sheet that I am using. You may reproduce it under one condition, and that is that you change the name of the paper on the top. I could notice the difference in the kind of matter I was receiving right from the start. There was a gradual getting away from the line of stuff that intimated that "Jack had spent Sunday night on the Fourth Line." The larger affairs of the community began to be mentioned. It was not long before officials of the municipalities would tell the correspondents things at times that would make very good material. I also followed the suggestion that weekly editors should occasionally send out suggestions, or ask for information along certain lines. I have done this on two occasions. The first time I asked if the farm sales that were taking place meant that farmers were leaving the farms, and for what reasons. The other occasion was on the crop situation. In the first case I learned that farmers were selling surplus livestock and sometimes implements, and that in many cases they were retiring, able to quit work. Do you know that was a great feature in soliciting advertising from firms that were not particularly well acquainted with our district? I was able to prove that the purchasing power of the community was not being depleted, and that the farmers had been able to do well in the past, so there was no reason to suppose that those who were taking their place on the same good farms would not be able to do equally well. And then we had them discuss the crop situation, and I found that they were remarkably well informed. On both occasions we had a whole page of material, better than anything I could possibly have secured or bought elsewhere. I am going to see to it that I do not tire them with too many appeals for information or opinions, but think it could be worked well about four times a year. I am willing to confess that it takes more of my time. I am even at the stage now where I occasionally sit down and tell a correspondent when they have turned in a good piece of news, and if I can suggest improvements I make them and tell the writer why. As I have just mentioned it all takes time, but I have my reward in the increased prestige and standing of my paper in the district, in the increased circulation that is coming and in the ease with which it is renewed.

Well, I guess I have covered the ground on this point. If anything I have worked out is of any use to other publishers, they are welcome to it. We are planning another little "time"

SUGGESTIONS.

Personal Items—In this avoid gossip and be certain of names and initials.

Meetings and Gatherings—Council meetings, annual meetings of societies and other bodies, election of officers, be sure to get names.

Church News—Do not report sermons. Brief reference to gatherings of social nature.

Sales of Farms and Other Changes.—If any of these have a long local history make reference to it.

Fires and Accidents.—Get facts. Be careful not to create impression that a merchant is put out of business when he may be able to carry on.

Crop conditions, unusual yields, farm labor conditions, etc.

Township, town or village work, such as roads, bridges.

Deaths.—Be careful of facts here. Short sketch of deceased. Survivors, names of pall-bearers.

Weddings.

Avoid—Mention of births, scandal, gossip, the community joker, advance notices of meetings where admission is charged, or which should be placed in the advertising columns. If in doubt send the item and we will decide. Do not promise it insertion as it may be refused.

Remember we depend on you. If an unusual thing happens too late to write, use the 'phone or wire.

Correspondence to

The Modeltown Times

ALWAYS PUT NAME OF PLACE HERE

Never "Take a Chance" on any items you send

These printed sheets can be used exclusively, or the correspondents can be advised to use one as a starter, and the rest blank paper. The writer prefers to use them all the time in small pads.

INITIAL HERE

together. I am thinking of using the Fall Fair date for this purpose, and I believe that the party will have a good day of it and I shall get to know them a little better. I am convinced with what little experimenting I have done that it pays handsomely to KNOW your correspondents, and to set yourself out a little to enlist their sympathy and support.

The Latest in Trade Papers

The newest publication to come to our notice is *The Janitor*, the official organ of the Janitors' Social League of America." On the front page it states its creed and belief to be that "a janitor is entitled to as good a living as any other class of workingman and must have it to keep up his efficiency as a workman and respectable citizen."

The paper speaks eloquently for itself as the following shows:—

These are your meetings and you should attend them if you expect to receive any good from them. You should not expect others to make the union a success without your help, and you reap the benefit without any effort on your part.

Why not come out and get acquainted with your fellow craftsmen, express yourself, tell us what wages you want, or any grievances you have, if any? Surely all is not lovely with you.

Don't place yourself in the row with the sluggard, the slacker, the coward or the enemy spy.

From your past actions, or rather your inactivity, your non-attendance at any of the meetings, you could not blame us if we suspicioned you as an enemy spy, or leaning that way. Since actions count more than words can tell, out of good will you are advised to attend the next meeting if you don't want to be placed on the "enemy spy" list.

The "Janitors' Social League" is opposed to strikes, but when Struck, it will strike back as best it can. This, though, DON'T mean calling a strike, there are other ways to obtain our rights.

THE JANITOR

Official Organ of
The Janitors Social League of America

JUNE 1919

Unity, Fraternity, Co-Operation, Protection, Justice and Fair Play

A Janitor is entitled to as good a living as any other class of workingman and must have it to keep up his efficiency as a workingman and respectable citizen

PUBLISHED MONTHLY

At

Middletown, - - - New York

Suing For Libel Now.

Writs were issued against the London *Daily News* on behalf of J. Austen Chamberlain, Chancellor of the Exchequer; Walter Hume Long, First Lord of the Admiralty; Sir Eric Geddes, Minister without portfolio, and Sir Auckland Geddes, Minister for National Service and Reconstruction, for alleged libel. The specifications of the alleged libel concern comments on charges made by *The Weekly Nation*, that the statesmen possessed shares in various mining and developing companies, some of which were purchased since the armistice with the Teutonic allies was concluded, and therefore while Great Britain was hostile to Russia.

The Detroit *Free Press*

So far as can be ascertained no action has been taken by the Canadian Government relating to the Detroit *Free Press*, which, according to a despatch from Windsor, has been printing letters reflecting on the Canadian Army. The newspaper in question being an American publication, there is no action the Government could take, other than to deny it the use of the Canadian mails. Officials of the post-office department stated that they had not received any report or complaint upon which action could be taken.

This paper issued WITHOUT permission of the Strike Committee

THIRD EXTRA

THE WINNIPEG CITIZEN

Vol. 1 Winnipeg, May 22, 1919. No. 5

THE ONE BIG ISSUE

is NOT, shall Trades form Unions - it is NOT collective bargaining

BUT -- IS EVERY INDIVIDUAL DISPUTE BETWEEN EMPLOYER AND EMPLOYEE TO CONTINUE TO DISRUPT THE LIFE OF THE WHOLE COMMUNITY ?

That, fellow-citizens, is the "ONE BIG ISSUE," and it must and will be solved now by the community as a whole, once and for all.

The whole city is throbbing with indignation at bei "PERMITTED TO LIVE" by a coterie of five men at the Labor Temple.

So strong is the feeling that delegation after delegation has appeared bef the "Citizens Committee of One Thousand" urging immediate action.

The people of this city are not going to be forced into the position of taking sides with employer and employee.

They are not against organized labor as such. But they strenuously object to having their bread shut off, their milk shut off, their water supply threatened, their mail stopped, at the will of five individuals who do not represent constituted authority.

NO GROUP OF INDIVIDUALS HOWEVER WISE IN NEW THEORIES ARE GOOD ENOUGH TO DICTATE TO THEIR FELLOW BEINGS.

SETTLE THE TROUBLE NOW OR GO THROUGH WORSE ON JULY FIRST.

THE DECENT MEN IN LABOR CIRCLES WERE MISLED INTO THIS STRIKE - DON'T BLAME THEM.

.....

HAS IT OCCURED TO YOU THAT WINNING, VEITCH, ROBINSON AND COMPANY ARE DRAWING THEIR PAY WHILE YOU WALK THE STREETS.

.....

IS CONSTITUTED AUTHORITY OR THE BOLSHEVIKI TO RULE WINNIPEG ?

LET US SETTLE THE "ONE BIG ISSUE" ONCE AND FOR ALL.

WINNIPEG REFUSES TO LIVE "BY AUTHORITY OF THE STRIKE COMMITTEE"

SHALL BABIES STARVE AND INVALIDS SUFFER "BY PERMISSION OF THE STRIKE COMMITTEE" ?

GOD IS IN HIS HEAVEN - ALL'S WELL IN WINNIPEG - WHEN THE BOLSHEVIKI ARE ELIMINATED.

FLY YOUR FLAG - WEAR YOUR FLAG - AND SHOW THAT YOU STAND FOR LAW AND ORDER.

SOUVENIR OF WINNIPEG STRIKE

How the Committee of One Thousand got their views before the people when the papers were tied up by the general strike.

The Daddy of Them All? Yes, Likely So

Robert Henry Constable, 87 and Still Working

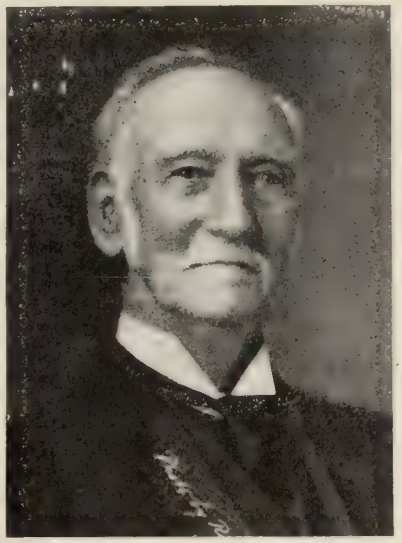
By P. Wilson, Supt. Sentinel-Review, Woodstock

THE article in the July issue of PRINTER AND PUBLISHER on "SAM REID, THE OLDEST PRINTER IN CANADA" made me smile; for have we not a youngster in our city of Woodstock here, who has worked more years at the printing business than Sam can count in his whole life, and (here's where you smile) *he still goes to work every work day* and he does his day's work like any other youngster.

R. H. Constable is a remarkable man in many ways. He has had a remarkable experience in the 87 years of his life and many wonderful things have been crowded into that space of time, for he has lived through the most remarkable century in the history of the world. And through all the ups and downs of his career he has managed to keep his heart young and his temper sweet, and it is like basking in the sun to sit on his verandah of an evening and with an occasional question draw him out to tell of the happenings in printerdom 'way back in the middle of the last century.

He first saw light of day in London, England, in 1833, and next year, he accompanied his parents to Canada, where he has since resided. He admits he doesn't remember much about the voyage out, which took about five weeks in an old wind-jammer. The family settled on a farm near Port Stanley, but moved into St. Thomas during the Mackenzie Rebellion, 1835-37.

When the boy was eight years old, his father went on a business trip to the Southern States and died suddenly while there. Robert was the eldest of four children, and they were brought up for a while by Clo. Wilson, at that time member for East Middlesex. Mrs. Constable afterwards moved to Woodstock, and carried on a millinery store, while young Constable sawed wood at twenty-five cents a cord in order to buy books to educate himself.



R. H. CONSTABLE, Woodstock, Ont.

He Makes the Start

About this time he started in the printing business with George Leacock, and he tells how his boss was much harassed by drunken printers. In fact, this was so much the rule that the paper never came out on time. Young Constable told his employer to get rid of the drunken printers and he would get the paper out on time, and being given the opportunity, he made good. The boss was so well pleased with him that he made him foreman of the plant, although he had just completed his three years' apprenticeship.

The lure of travel seemed to have gotten into his blood about this time, and we next find him working as a journeyman in New Orleans. His old boss, however, wanted him back and back he came. In 1855, T. M. Daly, M. P. for North Perth, took young Constable on his paper, the Stratford *Examiner*, and he remained there for five years, only quitting on account of lung trouble which had developed. The next year he spent in travelling, mostly on the Great Lakes, where he made the acquaintance of the captains of the vessels. His recovery to health was so complete that the doctor in Stratford did not know him.

In 1863, he went to Cleveland and worked on the *Plaindealer* there along with two of America's famous humorists—Artemus Ward (Charlie Brown) and Mark Twain (Samuel Clemens). The three of them roomed together, and a blithe trio they were. Artemus Ward at that time was writing a column of humorous quips and was making himself famous as a lecturer. When Ward left the *Plaindealer* to lecture in California, Constable was asked to take his column on the paper, which he did to the entire satisfaction of the proprietor of the *Plaindealer*.

Brought Plaindealer Idea Along

Coming back to Canada in 1864, he settled in Ingersoll and established the Ingersoll *Plaindealer* (later known as the Ingersoll *News*). This was during the last year of the Civil War. After running this paper for a number of years he sold out and started the Dundas *Express*, which he only kept for a year, when he bought back his original Ingersoll paper.

A great fire visited Ingersoll in '73, and Mr. Constable, who had a stationery store, printery, bindery and dwelling all in the same building, lost all in the conflagration. His family only succeeded in escaping in their night attire, and that was badly scorched. It was thought that Mr. Constable was lost in the fire and his obituary was published in the London *Prototype* (now the London *Free Press*). The insurance on his plant which this banker was commissioned to look after, had been allowed to lapse and he was homeless and penniless, but very much alive in spite of the *Prototype*.

Before he could start up again, the foreman of the Ingersoll *Chronicle*, Harry Rowland, started the Oxford *Herald* (now the Ingersoll *Tribune*), and Mr. Constable went to the village of Ridgetown and established the Ridgetown *Plaindealer*, publishing in Ridgetown and Thamesville at the same time. At Thamesville, he had the assistance of his son-in-law, Mr. T. C. Sommerville, (who is now Modern Language Master in the Brockville Collegiate).

Mac to Right and Macs—

He sold out his interests in these places and in 1881 started the Niagara Falls *Record*. Lung trouble developed again and he was forced to sell out. After resting for a time he went to Glengarry and started a Reform paper. They were all Roman Catholics there—Highland Scots of the Clan Macdonald. It was only once in six weeks that a Protestant church service was held in that place. In the first year he had 360 Macdonalds on his list. They were distinguished by their characteristic nicknames such as Allan Wheelwright Macdonald, Curdy Alec Macdonald (the postmaster), Red Alec Macdonald and so forth. Although Constable was an Orangeman, his best friend was the parish priest, who helped him to canvass the district and soon had most of the Macs on his list. Mr. Constable found Glengarry uncongenial, however, and though he was making money with his venture he sold out to a man with the expectation that the paper would continue as a Reform organ only to find a fortnight later that the paper had changed its color and had gone over to the enemy—the Conservative party.

Mr. Constable migrated back to his old haunts and we now find him in Brantford in a job printing plant which he bought from Tom Somerville. While in Brantford another piece of bad luck struck him through the failure of a private bank. He had left some notes (which had

been paid) at the bank, and when the bank failed he was called upon to pay them again, between $4,000 and $5,000 being the amounts.

His next venture was the revival of the Ayr *News* in 1900, and this he conducted until he came to Woodstock about thirteen years ago. His coming here was unintentional as far as going into business was concerned. He came to the city to look up the friends of his youth. Like Artemus Ward he found they had mostly left the place and had gone elsewhere. The only male friend left he found in Postmaster Finkle, who still enjoys life and an occasional chat with his old companion. He found that many of the girls of his youth remained in the old home city. Superintendent McElheran of the *Sentinel-Review* offered him a job and he took it and stayed a year with that firm, and then bought out a job office which belonged to Charlie Blackwell, and in this office Mr. Constable, now a youngster of eighty-seven, still plies his chosen avocation, with an industry that puts to shame many a younger devotee of the craft.

Yes, Let the Older One Come

Such is a brief sketch of the career of the youngest-hearted printer with most working years to his credit in Canada. (If there is an older, let him come forth now, or for evermore hold his peace!) Mr. Constable, as before stated, is in some respects a remarkable man, and it would be easy to fill PRINTER AND PUBLISHER from cover to cover with his reminiscences. After he was burned out in Ingersol in 1873 he worked for about eight months in Warwick and Rutter's in Toronto, and when he dropped into Woodstock thirteen years ago he was actually headed for Warwick and Rutter's again, where he had been offered a job.

Mr. Constable was working on the *British American* and *Western Progress Gazetteer*—an amalgamation of two papers which had been conducted by Laycock and Vansittart—when the Woodstock *Sentinel* was established. Robert McWhinnie was the foreman of the new venture and young Constable on his way home dropped into the *Sentinel* office on Riddell Street (nearly opposite Knox Church) and found McWhinnie too sick to work. Constable pulled off the first edition of the *Sentinel* for him. McWhinnie's widow still lives in Woodstock on Princess Street.

Mr. Constable, though publishing various Reform papers, claims that he was always an Independent, and that he published the first "Canada-first" paper in Canada, independent of party. He was offered the nomination fifty-three years ago as candidate for South Oxford, but gave way to Colonel Skinner, who was elected by a big majority. He also published a paper in Dundas during the first election after Confederation.

Mr. Constable is, of course, a great optimist. After being a widower for a little over a year, he married a second time three years ago last May. His wife was formerly Mrs. Palin, and between them they bought a comfortable home on Wilson Street a few doors from College Avenue Methodist Church. Mr. Constable is a Presbyterian Elder for life, and takes Communion at Knox Church at the quarterly sacramental service. At other times he attends College Avenue Methodist with his wife, and goes regularly to the class meeting at ten o'clock on Sunday morning.

Mr. Constable has been a Mason for over fifty years, being raised in Morpeth Lodge, and taking the chapter degrees at Niagara Falls, New York. He is at present an honorary member of Oxford Lodge, Woodstock, and also an honorary member of various Masonic lodges in Ontario. He belongs to the Oddfellows, the Orange Order, and the Chosen Friends.

Made Money and Lost It

Mr. Constable, the daddy of them all, has in his time made lots of money, and lost it. To-day we find him at the age of eighty-seven years, though to a great extent hale and hearty, working at his beloved craft more from necessity than choice. This is the pathetic part of it. Sam Reid worked for the Kingston *Whig* for over sixty years, and all he does to-day is to wander up to the office on the day the ghost walks, and draw his pay, which he does regularly every Friday—and Sam deserves every cent of it, too. Here in Woodstock this independent spirit walks to his little office every day because he has been too scrupulous to grab from the party pie enough to see him through to the end of this mortal coil, and because adversity visited him often and left him homeless, penniless and almost naked at one time. So he works, forgotten by the politicians he helped in his prime, too poor to stop work—and too independent to accept charity. Possibly he may live to see the day when states pensions will allow him to sit back in his easy chair and from his verandah see the world go by for a few more years. Here's hoping so!

Australian Writer Complains

C. J. Dennis, an Australian author, writing in the Sidney *Herald* says:—

Sir,—Will you favor me with space in your columns to bring under notice of the public the injustice Australian authors suffer by reason of the manufacturing clause in the United States Copyright Act? In the hope that Mr. Hughes will find time to look into the matter before leaving London, I have cabled the following to him, and quote it because it puts our case in a nutshell:—

"William Morris Hughes, Australian House, London.—United States authors secure Australian copyright by merely selling a copy of American edition in London. To obtain United States copyright Australian authors must set up, print, and bind in United States. Pray inform Imperial authorities your intention to introduce bill reciprocating United States manufacturing clause. No other course likely to bring about settlement in our lifetime."

Foreign authors were unable to secure copyright in the United States until 1891, and were glad to accept any sort of protection, however inequitable, against the American "pirate" publisher. At that time the United States had few authors worth the attention of the British "pirate" publisher; but it is very different now, as a glance round our bookshops will show. American books are everywhere. Indeed, in 1891 the value of American literary property bore very much the same relation to the British that Australian literary property now does to the American.

The United States will never voluntary remove this injustice, and negotiation would not bring about a settlement in the lifetime of any living Australian author. But, if the Commonwealth Parliament passed an Act restricting United States authors' copyright here in the way the United States restricts us there, a satisfactory settlement would probably be arrived at within twelve months. At any rate, until Congress gave redress we should have the satisfaction of knowing what's sauce for the Australian goose is sauce for the American gander. I am, etc.,

June 20. C. J. DENNIS.

Surely There Will be Trouble!

The Acton *Free Press* states that not for years has that paper missed the mails on Thursday mornings. With the recent addition of a linotype, electric power, and other modern "fixins" it won't be any trouble to frequently miss mails, and possibly be tied up for days. Although for forty years Editor Moore has conducted a most successful weekly, and we have no doubt had his share of disappointments, we hope, however, he will not have any more in the future, with his modern equipment, than he has had in the past.—Pembroke *Standard*.

In Other Words, On the Fence

Alvinston *Free Press*:—This week we signed a contract with the Ontario Referendum Committee, or in other words the Temperance Party, for 200 inches of space to be used before the coming election this fall. No doubt the "Wets" will also be taking space in our columns. We do, however, wish it understood that we will take no sides in the matter through our columns, thinking that our place is to be neutral, and anything that goes into our columns, for either side, must be paid for at the regular contract rates. There will be no use of asking us for free publicity, as it will be effort expended to no advantage.

How Many Special Numbers in a Year

Danger of Overdoing This Form of Appeal

By C. J. Bell

THERE is hardly a newspaper in the whole of Canada, no matter what its size or circulation, that has not at some period of its existence turned out a "special edition."

The announcement of a coming "Anniversary Number," or a "Spring Fashion Number," generally causes cold shivers to chase up and down the spines of the members of the composing room staff, as they picture the volume of extra work suddenly dumped upon them by flinty-hearted special writers and ad. men.

There are various reasons for the special edition, and probably the principal cause of its appearance is to act as a hypodermic to the sluggish advertiser. Much can be said in its favor in this respect, but many newspaper publishers are inclined to kill the goose that lays the golden egg by a too constant repetition, sometimes as many as four in a year, thereby tiring their customers with repeated solicitation.

Special numbers mean "special" space rates, in order to attract the business, and publishers can ill-afford to trifle with their regular rates very often in these days of the high cost of newspaper production.

One such edition a year, backed up by all the energy and creative genius of an efficient staff, means much to the prestige of a newspaper.

The popular system now adopted by many papers is to secure an attractive front page from their favorite "cut service," including a good selection of seasonable "mats" for their advertisers. Some papers run two colors on the front page providing they have the equipment.

The illustrated sheets supplied by the "cut service" are a splendid help to the advertising solicitor, enabling him to show the prospective customer just what the big edition will look like. The prospect sees the space marked by his competitor across the way, and usually goes him one better by selecting space double the size. The ads. are not all confined to users of large space, as there is a good range of cuts for small space users.

Working the "Special"

The writer has found the special edition an excellent medium of introducing the cut service to customers, thereby adding many new names to the regular list of advertisers.

Special articles take up that section of the paper, which apart from the advertising is of the greatest importance. If it happens to be an anniversary number—"Our Twenty-fifth Birthday,"—that sort of thing, the articles in the main will deal probably with the growth of the paper, the city, its industries, schools, etc., illustrated with photographs, and sketches. Local history offers great scope for the special writer, and articles of this sort invariably meet with public approval.

As a circulation booster, the special edition has its good points. New advertisers become new subscribers, and many non-subscribers purchase copies to read the feature, and as Goldsmith would say, "come to scoff, but remain to pray." More papers are supplied to the news-agents and carrier boys to meet the increased demand, and the paper in its fancy dress, as a special number, enters many homes for the first time; in the majority of cases it brings a good impression, and becomes a daily visitor thereafter in its regular form.

This Made Trouble

The preparation of a special often causes an enthusiastic staff to make serious blunders in the hurry and rush of securing copy. The writer once knew an ad. solicitor in a certain border city who formed the brilliant idea of selling some space of a special edition to the merchants of a near-by American city. This space was immediately snapped up by the shrewd Yankee business men.

When the paper appeared, it was noticed that the ads. of the American merchants quoted much lower prices, especially in shoes. They seemed to have been favored with a better set-up of type, and altogether, their ads. made a creditable showing.

This caused a storm of indignation among the local merchants, and the editor's sanctum became the centre of much heated discussion between angry business men, and various members of the staff, who strove vainly to placate their visitors. A number of valued customers stopped using the columns of the paper, and this forced the editor to slightly change his advertising policy, and the foreign merchants received no more encouragement to come in. This incident, although it appeared trifling, was far reaching in its effect. A contemporary casually referred to it editorially, and for many months after the solicitors were up against a feeling of antagonism among merchants generally.

Working It To Death

Special editions at too frequent intervals, becomes a habit with some offices. I have known a new executive on a large city paper to put out three in as many months. This was his method to increase the volume of advertising. The first proved quite successful, and received flattering mention from papers of other cities, one paper referring to it as a "triumph of Canadian journalism." This issue pleased the subscriber, also the advertiser, and gave everyone on the staff a feeling of satisfaction. Many new advertisers had been secured, and others were coming in. The new executive, like the proverbial new broom, followed this, about five weeks later, with another "special." All hands dug in with a will, to make it even better than the first. Strange to say, the advertisers did not seem keen about it, and the result on the date of issue was many columns of display short of its predecessor. The features were commonplace, and no bouquets were offered by contemporaries.

This, however, did not deter the man of ideas, who immediately commenced to plan a *third* special. Here is where the subject becomes painful. It was an utter failure as a special. The good accomplished by the first was obliterated, and it left a bad taste in the mouth of the advertiser. Ad. solicitors were asked if their paper was getting hard up for money. This is a most embarrassing question to a solicitor, who wishes to impress people with the dignity and power of his paper, and above all, he is anxious to convey this impression to the advertiser.

Once a year should be sufficient for any paper to spread itself, and the new business and new friends resulting from a single special number is ample reward for the expenditure of time and energy.

No Free Space

Deseronto *Post*:—F. G. Raynor, of the Dominion Seed Distribution office, sent us an article for publication the other day. We are fed up on free stuff. It is time some of the Government Departments woke up to the fact that free space is no more. Another letter came to hand this week asking a report on Deseronto's coal supply. Another "free" stunt. We don't know anything about Deseronto's supply, but we do know we don't own a pound and it looks like a hard winter. If some of the Government Departments who ask week in and week out for free space would loosen up, we may have have a few pounds in the cellar by the time the first snow comes.

Give Them What They Can't Get Elsewhere

That is What Saved Twillingate Sun

THE Twillingate (Newfoundland) *Sun* is old—as newspapers go. It was established in 1880 by Jabez Thompson, with an old Washington hand-press and a few—very few—cases of type. By a coincidence, it is the same age as its present owner and editor.

For thirty years the *Sun* went on its indifferent way. It was a party organ, and got its income chiefly from Government patronage. Both its previous editors and managers were politicians.

In 1910 the present owner and editor, Mr. W. B. Temple, assumed control. The *Sun* had dwindled to near to vanishing point. Its subscription list was a bare 200 copies. Mr. Templeton came to the editorial chair with no knowledge of newspaper work or printing. By industry, successful writing and good management he has built up a paper whose circulation nows runs very close to the thousand mark, and which figure he is confident of reaching before the close of 1919!

Twillingate is a fishing town built on two islands, bridged together. The total population is about 4,000; but it is very scattered, and, unfortunately, quite a large proportion of the men cannot read, and the people are only becoming good newspaper readers since the war.

One of Mr. Temple's first moves on taking over the *Sun* was to instal a cylinder press instead of the old Washington hand-press, and on this the seven-column *Sun*, all home print, is run off every week.

Mr. Temple regards the installation of this machine as quite a feat. It came completely knocked down, and one of the main castings was badly smashed; but the local blacksmith made some clamps, under Mr. Temple's directions, and the machine has been running with absolute satisfaction for six years.

There was not a solitary type on the point system, when Mr. Temple took charge, in the whole outfit; but to-day he has everything to point.

W. T. TEMPLE.
Editor Twillingate "Sun."

In 1910, the *Sun* was a five-column paper. Barely a column of local news found its way there. Editorial articles, if there were any, were usually of the rabidly partisan, political type. Most of the reading matter was clipped from exchanges.

To-day the *Sun* has always a couple of columns on its first page, of articles on live local topics. It sports a column or two of short paragraphs, re-written from exchanges, giving the world happenings of the week, with chief regard to events in Newfoundland. The rest of the paper is filled with the doings of Twillingate and near-by places. "My idea," said the editor, "is to give people something they can get in no other paper."

"If they want news of the world they can get it in the St. John's dailies or the *Family Herald*. But the stuff that goes in the *Sun*—the doings of Twillingate town and district—they can get in no other paper."

Besides editing the paper, being his own foreman, engineer and accountant, Mr. Temple also finds time for other activities.

In 1912, he promoted a local telephone company, which now owns thirty-five telephones on the two islands and has about eight miles of wire. This company is a well-paying concern, yet gives its patrons telephones for a low rent. Mr. Temple is the chairman of this company, and the line repairer as well.

Last winter, moreover, Mr. Temple promoted a local fire insurance company, which is now working successfully, and hopes to be able to give Twillingate people the benefit of a very low insurance rate, while guaranteeing them protection. For this company he acts as secretary.

During the closing days of the war the *Sun's* editor began a campaign for the erection of some suitable memorial for those of Twillingate's sons who had fallen in the great war. Many of Twillingate's young men, who enlisted in the Royal Newfoundland Regiment, or the Royal Naval Reserve, gave their limbs, their health or their lives in the cause of humanity. After a few editorials the *Sun's* editor succeeding in awakening an interest, and following a public meeting at which Dr. Grenfell (known in Canada as the head of the Grenfell Mission) was present, a campaign for the erection of a suitable memorial hospital at Twillingate, to cost $30,000, was begun; and there seems every reason to believe that the objective will be reached.

Mr. Temple was largely responsible for the awakening of public interest in this undertaking, and has lent his pen and pages unremittingly to its success.

Last year Mr. Temple was offered the editorship of the St. John's *Evening Telegram*, but was unable to accept. The *Telegram* is probably the most influential of the city evening papers, and the invitation was a compliment to the ability of the *Sun's* editor.

Freedom is a fetish with the *Sun*, and it criticizes or praises all parties right and left. Political bias it has practically none, and is probably the only paper in the new sister Dominion, which is not attached to one or other political party.

Its editorial articles, written under the name of "The Observer," are generally highly original.

Though not a member of any particular sect, the *Sun's* editor does his best to be absolutely fair to them all. He belongs to none of the different secret societies, but keeps interest in each. His motto has been, "If it pertains to Twillingate it interests the *Sun*," and Twillingate people, on their part, are manifesting a remarkable interest in that little weekly.

Mr. Temple was, before becoming a newspaper man, severally a school teacher, telegraph operator and postmaster. He is an expert gasoline and oil engineer, and his help is not infrequently called to the aid of some fisherman's baulky gasoline motor. What you might call a man of "parts."

The Moose Jaw *Daily News* is using the signing of peace as the signal to get busy on a big Booster edition. The edition will contain historical sketches and photographs of the city and surrounding community and an intelligent resume of its industries and activities, also interesting sidelights on the community life, industrial, educational and social.

The *North Star*, of Parry Sound, is running a "Buy-at-Home" campaign, which seems to have a good appeal for a number of dealers in all lines of goods. Four columns are used, the centre columns being devoted to a story on advertising, which has real point, bringing home the idea of fighting forest fires by starting another fire, and defending home trade by advertising, as it is by advertising that the appeal of the outside store made. Around this space, some 33-inch ads. are placed. Such scheme can be worked any place. It takes a little time and some determination, but it can be put across.

Alberta Members Talk Reorganization

Annual Meeting Took Place at Banff

THE annual meeting of the Alberta section of the C.P.A. was held at Banff. Officers were elected as follows: President, V. C. French, Wetaskiwin succeeding A. J. N. Terrill, Medicine Hat; Vice-Presidents, C. Burton, Cardston; George Gordon of Ponoka; R. N. Whillans, of Peace River Crossing. The retiring secretary was John Torrance of the Lethbridge *Herald*, who has held the post since 1916, and is credited with being the hardest working secretary the convention ever had. John always persists in taking every new job as seriously as he takes many other things, and no detail of the work ever escapes him. His successor is now F. W. Galbraith, of Red Deer, who, though crowded always with many affairs, undertakes the task with a willingness that characterizes all his activities for the welfare of his brother man.

The Calgary *Albertan* says the meeting place of next year's convention was left for the executive to decide upon, but the unanimous feeling rather strangely appeared to be that it should be Banff Springs hotel. "Furthest North" Whillans, in a very flowery speech, extended a hearty welcome to the convention to go to the Peace River for next year's meet, but the delegates were rather aghast when Brother Whillans candidly admitted that it was a 20 hours' ride from Edmonton north and west, and a 20 hours' ride back again, and that it would probably take a week to make the trip in proper fashion. Nothing more was said.

Mr. Taylor's Views

Strikes were mentioned only once during the entire convention and this was when W. J. Taylor, president of the Canadian Press Association, speaking on the duty of the press of Canada, as he conceived it, urged upon newspapers to oppose with all their might any attempts at the overthrow of constituted authority, such as had been seen in the recent situation in Winnipeg.

Mr. Taylor urged that support and sympathy for the working man must be given by the press in the fullest measure, when the laboring man was right and just in whatever he demanded, but that the capitalist should receive equal support and sympathy when his end of the cause was the just one.

New Phrase Coined

A new phrase was coined at the convention by F. W. Galbraith, when, following Mr. Taylor's speech, he referred to the Woodstock man as a "working capitalist," a man who worked for the benefit of the people who made his money work for the same cause as far as possible. Mr. Galbraith said it was not this kind of capitalist that was to be feared, but rather that class who bled the people for all they would stand, the idle capitalist.

Mr. French, who took the chair immediately upon his election, conducted his duties in his best "Oddfellow" manner. Lodge work for years has made him an adept at such a task.

Important Step

The most important step taken by the convention was the passing of a resolution, following proposals by M. R. Jennings, of the Edmonton *Journal*, urging the Canadian Press Association to take steps to organize the three branches of the association into three distinct sections, namely, the dailies, the weeklies and the trades journals. The purpose of this move is to provide a more efficient method of dealing with the problems that are peculiar to each section, and to eliminate the great overlapping and conflict of problems now prevailing. This suggestion was not adopted before much serious discussion, the fear being expressed that the move might result in the entire disintegration of the great organization of Canadian press men. Mr. Jennings insisted that the parent organization must be maintained, in order that its influence be preserved for the unification of action on national problems. Mr. Whillans, Mr. Galbraith, Mr. French, Mr. Woods, Mr. Hodgson, of Okotoks, and others all spoke on the question, the majority favoring the idea, but some doubtful as to whether the proposal would work out. Many, however, felt that a weekly section as well as a daily section, each with its own organization and paid manager would mean more efficient service. Mr. Geddes, of the *Farm and Ranch Review*, the only trades organization present, favored the idea, but pointed out that the trades papers end of it was rather young yet, to fish for itself.

The proposal does not mean the discontinuance of the provincial associations of all newspapermen.

Resolutions covering a proposal for an advertising rate card were passed, and the card will be issued.

"Stop the Paper"

An important resolution urging the Government to enact legislation to stop the sending of newspapers to subscribers after the subscription had run out, was passed.

The keen competition between Mr. Whillans and Mr. Hodgson, as to which would be most on his feet during the sessions was a feature of the convention. George Gordon's Scotch burr was heard on occasions, particularly during the discussion over the division of the C.P.A., when he expressed the hope that when the daily men deserted them, there would arise a Lloyd George among the weekly men (how about himself for instance) that would lead them in the wilderness of the new ways for a time.

Two boys who took a keen interest in all the sessions were the Jessop Bros., of Nanton, the auburn-haired twins, who have been in the game in the south town for 14 years, and are going stronger than ever.

Delegates Present

The delegates present were: Weeklies.—V. C. French, Wetaskiwin; F. W. Galbraith, Red Deer; A. J. Carswell, Red Deer; A. L. Horton, Vegreville; Sam Hodgson, Okotoks; George Gordon, Ponoka; A. McDowell, Daysland; Jessop Bros., Nanton; R. R. Johnston, Alliance; H. Westland, Innisfail; Mr. Schooley, Claresholm; Mr. Willis, Stettler; Mr. Burton, Cardston; Mr. Whillans, Peace River; Mr. Davis, Lethbridge *Advocate;* Mr. Ennis, Leduc.

Dailies.—M. R. Jennings, Edmonton *Journal;* J. H. Woods, Calgary *Herald;* A. J. N. Terrill and E. Downing, Medicine Hat *News;* John Torrance, Lethbridge *Herald;* C. G. Groff and E. Grandall, *Morning Albertan.*

Trades journals.—Mr. Geddes, *Farm and Ranch Review.*

Alvinston *Free Press*:—For forty-one years H. P. Moore has been guiding with able hand the destinies of The Acton *Free Press* and, incidentally, giving the people of his community one of the best weekly newspapers published in Canada. With its last issue the *Free Press* celebrated its forty-fifth birthday anniversary, and we hasten to extend our congratulations and best wishes for the continued prosperity and extended sphere of usefulness of one of the model weekly journals of Ontario and its veteran editor-proprietor.

Clinton *News*:—The Zurich *Herald*, which has entered upon its twelfth year, has adopted the motto: "Boost the Home Town; Spend Every Dollar at Home." It seems to be living up to the first part of the motto all right and we do not doubt at all but the last part as well. There is nothing which helps a town so much as a live newspaper and no enterprise which should receive more hearty support from the citizens. Some towns realize this and some do not. We wish our plucky little southern neighbor continued and increased success.

The Printer-Salesman a Successful Man

A Great Combination and Quite Possible

By A. L. McCready

PERHAPS no phase of the business receives as little consideration in the country office as salesmanship—that is "real salesmanship." The matter is often left till business gets dull, then the editor sallies forth, or the journeyman receives the assignment.

With a list of prices and a rhyme of printed necessities the would-be salesman starts out with the idea of making sales. His heart is filled with hope, and he has a world of enthusiasm. But whoever heard of a dry goods drummer or a biscuit traveller approaching his prospects without a full line of samples as well as his list of prices?

Just so with the printer—he should have his samples, as well as the other salesmen. Few people care to make purchases unless they can see what they are likely to get.

John Smith, Esq.

That is the view that John Smith takes of printing salesmanship.

Smith is an all-round printer with the country office his strong favorite. He has solicited printing in a number of towns where he has been stationed, but he never went on a canvassing tour without taking his sample case. "It is much more business-like," he states, "and makes it easier to introduce one's business."

Preparing the Campaign

Before setting out on a trip, he lays out his campaign.

Smith is somewhat of an artist, and prides himself in making up an attractive blotter to advertise the shop. He prefers these to the regulation representative's business card, and the making of a supply of these blotters is his first consideration.

He also makes an order book from a form designed to give a carbon copy duplicate. These forms are laid out with a date line, and columns for quantity, article, price, and a space for remarks, such as, special instructions and date of delivery, etc. To use his own words: "A book of this description may not be necessary, but an order made in duplicate and the duplicate left with the customer is often the means of avoiding future misunderstandings."

Samples, Etc.

His sample book is made of a dark-colored cover card, saddle backed and stitched, the whole bound with a stout cover and cut to a size convenient for carrying. In it he pastes an assortment of office stationery, cards, tickets, leaflets, and a miscellany of printed matter interesting to the business man. The price is marked on each sample with the exception of unusual forms which are left unpriced, their nature requiring an estimate from copy furnished. His samples are usually selected from local jobs. Often the sight of a job done for the prospect's competitor is the means of landing the prospect.

Getting a Line on the Stock

To complete the equipment he makes a trip to the stockroom and takes note of the stock on hand. From the envelopes he makes a selection of samples. From the bond writing and blank cards he takes small samples of a size convenient to be slipped in the pocket. These samples he sorts and gathers, and for convenience runs a staple through one corner of each lot. He now knows what stock is on hand, and has sample of it to show. Thus he may avoid the difficulty arising from promising a job in one stock only to arrive at the shop and find it is not on the shelves.

Lining up the Prospects

He is now ready for his tour, and it may seem that he has gone to a lot of trouble considering the size of the town. But he makes up his list of prospects, and its length surely justifies his trouble.

The list may include a number of general merchants and grocers, clothiers and dry goods retailers, hardware merchants, druggists and stationers, doctors and other professionals; the baker and butcher, hotel-keepers, liverymen, flour and lumber dealers, and, besides, a number of lesser business men and manufacturers. The blacksmiths, carpenters and repairmen often make good prospects.

Smith's list may also include two or three adjacent villages where there are no printing offices, and whatever business is there is as much Smith's as the other fellow's.

Handling the Prospect

Perhaps Smith finds that he is already acquainted with many on his list, but he does not intend to let the matter of acquaintance interfere with approaching his prospective customers.

He usually begins with the big fellow and works down to the smaller ones. Picking out his first tackle he approaches him, and after their first formal greeting, he hands the prospect a set of blotters and broaches his mission.

Smith places great store by the manner in which his blotters are accepted. If the recipient takes the blotters and begins examining them, Smith concludes his prospect is in a receptive mood to listen. If, on the other hand, the recipient tosses them aside, Smith concludes the prospect has troubles of his own and it is his (Smith's) cue to go slow.

Occasionally a prospect turns out discourteous—some antipathy toward the shop—in which event the canvasser gains time in leaving him for the next on the list. Or perhaps for some other reason the prospect is unable to grant a hearing that day, then it is advisable to leave him for a call on another day.

But if Smith is satisfied that his prospect will listen, he opens his sample book, turns to letterheads and envelopes and enquires about the prospect's stock of these. Perhaps he says he is stocked up. But Smith wants him to see his samples, and he turns up a two-color job, enquiring if the prospect has ever used two-color heads. More than likely he hasn't. Then Smith shows him a sample that he thinks would look well with the prospect's heading on, and suggests what parts would look best in colors, the while trying to make him see it in an appealing light. Smith produces the blank samples taken from the stockroom and shows him just what stock the job can be furnished in. No request is made for the order till Smith sees that the prospect is thoroughly interested. Once the prospect desires a thing the order is easily managed.

Finishing with the letterhead topic Smith then leads to bill-heads and statements in an endeavor to find that which the prospect may need. He shows him everything that he knows the prospect's business demands. At the end, if he hasn't received an order, Smith talks to him about the possibility of filling his future needs. He believes in leaving the prospect in that happy humor that welcomes his return. If he receives an order he makes it out in the duplicate order book, and leaves the duplicate.

Method of Argument

Smith calls on all of his prospects in like manner, and when talking to them he tries not to bore them—talks sincerely and straight to the point. He places himself in the position of the prospect and considers how he would like to be approached by a canvasser. Nothing is more offensive that a lot of "hot air," and no one despises it more than the busy business man. Smith's motto is: "Have a good sensible argument to give, and if the prospect needs your services he will have them, otherwise no amount of canvassing will influence him."

Canadian Boys Controlled the Miehle Company

Hewitt Brothers Left Grimsby Many Years Ago

"SATURDAY MUSINGS," in the Hamilton *Spectator*: The intent of this article was to tell of a visit the writer made to Grimsby the other day to make the acquaintance of John Hewitt, who was born on a farm within sight of Grimsby, about seventy-nine years ago, but who was never intended for the life of a farmer. When a youth he quit the plow and went into the town of Grimsby and learned the trade of saddler and harness-maker. Here, again, dear old mother Nature made a mistake, for John Hewitt was never destined to pull waxends during his lifetime. The sequel will bear us out in what we are telling the readers of these Saturday Musings, for John learned to be a good carpenter as well as a first-class harnessmaker, and then added one or two more trades to his repertoire. One thing is certain, and that is if he had remained on that Grimsby farm where he was born he would not have seen as much of this world or have come into the prominence as a manufacturer of the celebrated Miehle printing press that has made his name known in every first-class printing shop in Canada and the United States, and even in foreign countries.

John Hewitt tarried in Grimsby till about the year 1866, when, hearing much of what a great city Chicago was bound to be some day, he decided to pack up his grip, invested his savings in a railway ticket, and off to the future great city of the West. And he made no mistake, for fortune smiled upon him from the day that he first walked up Clark street. Chicago seemed to be the Mecca of Canadian boys in those days, and one could not shy a stone in the streets without hitting one of them, especially from Hamilton. Tom McIntosh, Dick Donnelley, Tom Hines, Charley Orr, John Smiley, Bob Gay, George Bagwell, and many more printer boys, nearly all from the *Spectator* office, had hiked out to seek fame and fortune in the great West, having taken Horace Greeley's advice, "Go west, young man!" John Hewitt soon got acquainted with these old boys who had preceded him to the land of promise, and it made life pleasant for him. And then a younger brother, C. T. Hewitt, soon followed John, and together the brothers mapped out a course for their future. They were no laggards by the wayside, but everything they touched prospered in their hands and in time they had a comfortable bank account to their credit.

They were seized with the wanderlust, and Pittsburgh held out the beckoning hand and bid them come to the Smoky City. There they entered upon a new line of business and became interested in a branch of the iron industry, which proved very profitable, and they remained in that city for a number of years. But their hearts were in Chicago, and back they had to go to that city, and they made no mistake in so doing. They had capital to begin with now, and everything they touched added largely to their bank account. We will not try to follow the Hewitt boys through their successful career, because it would fill the columns of the *Spectator*. It was the printing press that made the boys millionaires. A foreigner named Miehle had invented a platen job press that was one of the best in the market, and while he had mechanical genius, he had no ability to finance the workshop that was necessary to put such an expensive machine on the market. Miehle organized a company, but it was not equal to the job, and the result was that that company had to borrow capital to keep the wheels going around. John Hewitt was somewhat of a mechanical genius himself, and he could see the outcome of this printing press if properly managed. At first the company began to borrow small sums to tide over the Saturday pay list, and John was persuaded to help them out. From small borrowings the amounts grew larger. The press was a success, but the company could not supply the demand. The company got deeper and deeper into John's bank account until finally the time came for a reckoning, and the result was that John Hewitt, to save himself, was compelled to take over the plant and put it on a workable basis. In that way John Hewitt became the owner of the patents of one of the best job printing presses to be found in hundreds of print shops in Canada and the United States. He gave the business his undivided attention, and with his brother's assistance they made fortunes for both of them, and are now living on Millionaire avenue, with elegant country homes in the old town of Grimsby.

Death of Edward V. Murphy

A life of rare quality has been ended by the death of Edward V. Murphy, official reporter of the proceedings of the United States Senate. Few men of his quiet spirit have left behind them so widely spread a feeling of loss. The nation loses a citizen who served it with singular fidelity and ability for more than half a century. Friends to a number far beyond the number that enrich most men's lives, mourn him as one who earned affection and honor by all his relation with his fellows.

To the Mergenthaler Linotype Company the loss is twofold. The corporation is deprived of an old and valued director. The individuals of the organization grieve for a loyal companion.

Edward V. Murphy was born in Philadelphia, February 15, 1843. He went to Washington in 1860 and joined his brothers, Dennis F. and James J., who had won reputation as reporters for the Senate, and he had held his post with that body for fifty-nine years when he died.

Mr. Murphy was on the way to his summer home at Keswick, on Lake Simcoe, in Ontario, Canada, when he became so ill that he was taken from the train to the Homeopathic Hospital, in Albany, where the end came, his wife, Mrs. Mary H. Murphy; his daughter, Miss Josephine G. Murphy, and his grandson, William H. Murphy, being with him.

In addition to his directorship in the Mergenthaler Linotype Company, he was vice-president of the National Typographic Company, and a director in the Riggs National Bank of Washington, D. C., and he had only recently retired as a director of the Columbia Graphophone Company.

He is survived by his widow and by six children: James W. Murphy, Miss Josephine G. Murphy, Edward V. Murphy, Jr., and Mrs. A. Hamilton Wilson, of Washington, D. C., Mrs. Earl C. Carnahan of Nogales, Ariz., and John M. Murphy of New York City.

In a certain Western town along the main line of the C.P.R. there is a large general store which had never done any advertising until this spring. It was content to work along on the prestige obtained from its pioneer days until a young business manager was brought in who had formerly operated a general store at North Battleford. He was finally successful in having the proprietor of the store make a contract with the local paper for considerable space. Two months later the proprietor of the store went on his holidays leaving the young manager in full charge, and through pressure of business he was unable to prepare his advertising copy on the regular day. When he went over to the newspaper office the following day the editor and publisher, instead of trying to lend a helping hand in the emergency, tried to persuade the manager to have the advertisement stand for another week. The manager insisted that there should be a change and as a result an ill-feeling developed from which this manager will not recover for several months, perhaps not until he makes a contract with the opposition paper. It is service of this kind that kills business.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

Vol. 28 PRINTED AT TORONTO, AUG., 1919 No. 8

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Developing the Local Field

THE Hamilton *Spectator* runs a Saturday feature under the heading "Saturday Musings." To be sure there is nothing particularly attractive about the heading, as a person can muse just as well on Saturday as any other day in the week.

But this feature in the Hamilton *Spectator* is good stuff. It does not aim to be brilliant from a literary standpoint. It also has the redeeming feature of being written in a way that convinces one that the writer is not trying to develop a literary style all his own. The whole business is done more in the method and manner of two old-timers who might have their chairs drawn up before the kitchen stove, when the discussion of old times was the engrossing business of the evening.

In the issue under review the writer goes on to tell the story of the connection of the Hewitt boys of Grimsby with the Miehle press, and of what they have done for their old home town since they retired from business in Chicago.

There is a great field here for the Canadian papers to work in, especially in the smaller centres, where people know people more intimately, and more thoroughly than they ever have the chance to do in the larger centres. Many papers run short items under the heading of "Twenty Years Ago," and it is surprising the interest that is taken in that section of the paper.

In fact, we know of several cases where subscribers at a distance took the paper for no other reason than following the things that took place twenty years ago, when they were residents of the place. It was like living over again some of the best years in their life.

Papers have a real work to do in this regard in the preservation of local history. It seems impossible to get any other organization to go ahead and secure and preserve the material. There are, every year, scores and hundreds of the older residents falling off, leaving almost no written or printed record whatever of their knowledge of the early history of the locality, and of the men who had done their part in the founding of its institutions.

The local paper might as well, first as last, appoint itself the historian for the district, and get to work. It will find that it is doing a double service, namely, putting in print facts that otherwise would be forgotten with the passing of the teller, and secondly, securing a lot of material that makes splendid reading matter, especially for the older residents of the community, and these are generally the ones that have considerable at stake in the community.

Remember that all the old-timers in your district have stories in their system. If you are a good newspaper man you can get them out. If you are only an average man you cannot do it.

The Copyright Inequality

C. J. DENNIS, an Australian writer, in a letter to the theSydney *Herald*, protests against the difference in copyright regulations between United States and Australia. An American writer in order to secure protection in Australia, has only to sell one copy of his book in London, while an Australian writer, wishing to protect his material from the United States pirate, has a long row ahead of him. He has to have his work set up, printed, and published in United States, and it has to be done within a certain time limit, which places a very serious handicap on his original publishers.

This condition of affairs was brought about in the first place because the labor unions wanted to protect their trade in United States. They figured that by keeping out printed books in this way it would make more work for their trade. No doubt it has worked out in this way, but it is working out in another way, and one that is very unfair to the author who depends on protection from piracy in order to make a living. Some Old Country houses work through branches they have established in America to overcome this handicap.

The Sydney (Australia) *Herald*, commenting on the inequality in regard to the matter, says in part: But these (American branches) are in a minority, and the fact remains that the British author is sadly handicapped by comparison with the American. The Australian author suffers a greater disability than any. As long as there was no Australian literature which had a great appeal outside Australia and the mother country, this did not matter. But now America has "discovered" Australia, and has found that both have much in common. The race that has produced the Anzacs is a good field to exploit; but the Australian author and the Australian publisher cannot hope to get in the American market except under conditions involving great and very unfair expense. Copyright is an international affair, and perhaps the League of Nations may put it on a different basis. But along whatever path the remedy is found, we hope that there will be some consistency between the policy of the nations. The Australian author has a hard enough time as it is, without losing the fruits of his toil through such flagrant anomalies as those mentioned by Mr. Dennis.

Editorial Page of the Weekly

PRINTER & PUBLISHER has opportunity for looking over a great many of the weekly papers of Canada, and it must be admitted that for the most part they are neglecting the development of what should be one of the strong points of their paper, viz., the editorial page.

Never imagine that the only good editorial pages are those in the larger dailies, and that because your field is comparatively small, your editorial page would not carry much weight. Your editorial page will prove to be the strongest link that binds your readers to you, provided you put your best into the work, and also provided that your "best" is worthy of notice.

There are papers in Canada that run week after week without any utterance of an editorial page. It may be that

those running the papers are too busy with other work, but there is also an indication there that they lack the real newspaper instinct. The real editorial man could not allow his paper to go to press without having something in it concerning things in general. He simply could not stand back, and with neither emotion, scorn, nor pleasure, watch the procession drift past, week after week. No, no. He would have to chip in and have something to say about it.

PRINTER & PUBLISHER had occasion recently to write to a Western publisher who has met with some measure of success. In the letter the matter of the editorial page in the country weekly was brought up, and here is what the Western publisher has to say:

> "I thoroughly agree with you that this is a subject which has not been covered in the past as it ought to have been, and that the editors of small papers are overlooking the greatest and grandest of opportunities for service in their communities, and for extracting the only lasting joy to themselves that the craft offers. I have been editing this rag for the past fifteen years, and have put into it the best that is in me, toward the production of good mechanical work, full news service and thoughtful editorial matter, and I find that of the three departments the only one that has repaid me for my effort, in thrills and throbs, in joys and sorrows, friendships made and enmities incurred, in all that makes life worth while, is the editorial column. In it I have made every possible blunder, defied ethics, strayed from the truth, mocked conventionalities, tempted the fool-killer, but never for a moment hesitated at bearing the consequences myself. So has it come that I have survived all my contemporaries and am still going fairly strong for an old fellow."

That, to our mind, tells the story. It is the real editorial spirit. It will find its way to the top in the weekly paper, in the small daily, or in the metropolitan class. The sanctum is the pulpit, and the congregation is not going to get a chance to escape without a sermon. Not for the size of the collection does he preach, nor yet for the grandeur of the building or the volume of the applause. The editorial page is his life, his pleasure, his work and his recreation—his everything. And, in passing, there are many Canadian weekly publishers who could, with profit to themselves and their readers, sit down and think over the experience of this Westerner.

The Part of the Writer

IT seems to have come as somewhat of a surprise to people that Henry Ford did not write the articles that were attributed to him. He engaged a writer to do his work, probably gave him some or all of his ideas on certain subjects, and then told him to go ahead.

As a matter of fact, there is nothing very unusual about all this. It may appear a bit strange to see something written or given "By Henry Ford," whereas it may never have been from him at all. But this practice has been going on for years, and it is likely to go on for years to come.

Many a prominent man is wise enough to know that as a writer he is a failure. He knows that a man trained in that line of work can put ideas into better and more readable shape than himself, and so he buys a man to write for him, just the same as he hires a man to make him a suit of clothes.

On a smaller scale this same sort of business is going on all the time. No doubt many an editor can recall offices where the Mayor of the town or city has spent the morning following the council meeting in the office of the editor of the paper that loved him. They can recall the session being ironed out so that it really appeared to the reader that the Mayor talked common sense at the meeting, instead of incoherent trash.

You have no doubt heard a man make his first speech, in which he accepted nomination for some office for which there was to be a contest. And no doubt the remark has been passed around that he is "some speaker," and that "he got away with his stuff in fine style." It is just as well, perhaps, that the listeners did not know that the prospective candidate spent the evening before, or perhaps a couple of them, with the city hall man of one of the local papers, who lined up a good string of material for him, told him the best way to "put it across," and ended by writing out the whole performance for him from the time he cleared his throat and made his bow, until he thanks the audience for their patient hearing.

Newspapermen in general, will have little difficulty in recalling incidents from their own experience which make it evident that the Ford plan of getting some person to write for him, did not originate with the Detroit automobile maker.

Were writers all over the world to get full credit for all the speeches they have really made, and in some cases all the sermons they have preached, they would have a long string to their credit that at the present time goes to the credit of those blessed with the monetary ability to buy the services of writers and thinkers.

Daily Record Suspends

On Thursday, July 31st, the *Canadian Daily Record*, the overseas soldiers' paper, ceased publication after a picturesque and useful experience which began in the spring of 1915 and continued daily through all the adventurous days at the front, through Vimy, the Somme, Passchendaele, Lens and the last great battles of the war, to give the Canadian soldier in the fight the latest news of the Dominion at home. The average circulation of the *Canadian Daily Record* was 25,000, and there was not a unit of Canada's army overseas that a copy did not reach even in the most strenuous times.

In 1915, the *Daily Record* was published as a news slip attached to routine orders of the day. The enthusiasm with which the soldiers took to it suggested to the War Records Office in London, that a four-sheet daily be published, and this was commenced in January, 1917. In the experimental stage the cost of distribution was borne by the Canadian Government, but soon the paper was established on a business footing.

The editorial staff was chosen from newspaper men serving in the Canadian forces, including men from Toronto, Hamilton, Montreal and Winnipeg. Cable news from Canada, at first only fifty words of condensed matter, grew to fifteen hundred and two thousand words, and a special feature was made of sporting results in which the man of the ranks would be interested. These cables were not at first compiled by members of the Ottawa Press Gallery, but later were sent from an Ottawa bureau which was established under direction of officers who had been journalists and had been invalided home through wounds.

Orillia *Packet*:—In laying down his pen, the late editor of the Barrie *Advance*, from whom we part with regret, says, in part: "When an editor addresses thousands of readers weekly he often wonders whether he is expressing the sentiments of the great majority of his subscribers. During the eighteen months we have had the management of the *Advance* we have received only one or two letters protesting against some political expressions. We therefore feel justified in assuming that in the main we have succeeded in expressing the sentiments of our readers." From that view of an editor's functions we frankly dissent. It is not the aim or expectation of the editor of this paper to express the sentiments of its readers. It is his object, and, as we conceive, his duty, to give expression to his own convictions. If they agree with the views of his readers, well and good; but that consideration is subsidiary or incidental.

Announcement is made of the launching of a new illustrated weekly paper in Nova Scotia, the name being *The Atlantic Leader*. It is published in Halifax.

The Personal Side of It

A meeting of the hundred or more newspaper men connected with the various Toronto daily papers was announced for the City Hall to discuss ways and means of improving the general conditions of the work in Toronto. While nothing definite has yet been decided upon, the suggestion of forming a Newspaper Writers' Association is spoken of. A number of such organizations have recently been formed in large American and Canadian cities, the latest being in Boston, Mass. These are understood to be proving a success, and many of the newspaper men in Toronto are desirous of seeing a similar association formed here. It is believed that such an organization would raise the status of reporters and newspaper writers, and would prove a distinct advantage to the newspapers themselves.

Flight Lieutenant J. M. Cowan, former city editor of the Niagara Falls *Evening Review*, returned to his home July 12, after spending over three years overseas. He was in the 19th Battalion, and while with them won the Military medal and the Foreign Legion Medal (French.) He was wounded and gassed at Passchendaele, and after convalescence joined the Royal Air Force, getting a commission. He served with the Independent Air Force, and was attached to a day bombing squadron, which did long distance bombing raids into Germany. While there he received the French Flying Corps medal. Lieutenant Cowan is back at his old post again at the *Review* and like the majority of our men is glad to be back home again.

Canadian Statesman, Bowmanville: With this week's issue of the *Statesman*, Mr. M. A. James completes forty-one years as editor, having assumed proprietorship and editorial control on August 1, 1878—National Policy year. For some years now he has been dean of journalism in the Midland district, the men in active work on the newspapers then having long since rested from their labors and passed on to their reward, with few exceptions—J. B. Trayes, of Port Hope *Times;* George Wilson, of Port Hope *Guide;* Dr. Henry Hough, of Cobourg *World*; George Keyes, of Colborne *Express;* H. C. Scripture, of Brighton *Ensign;* Hon. J. R. Stratton, of Peterborough *Examiner;* Mr. Romaine, of the *Review;* Mr. Robertson, of the Peterborough *Times;* Mr. Hayter, of Millbrook *Messenger;* C. D. Barr, of Lindsay *Post* (now Registrar); Luke & Clarke, of Oshawa *Vindicator;* W. H. Higgins, of Whitby *Chronicle;* James Baird, of Port Perry *Observer;* J. A. Wilkinson, of Bowmanville *News;* Rev. Cephas Barker, of Bible Christian *Observer*, Bowmanville. The *Statesman* was established by a Mr. McMillan, of Oshawa, but soon after was bought by the late Rev. John Climie, and his son, W. R. Climie, published and edited it for some twenty-five years. At the end of 1918, Mr. M. A. James retired from the management of The James Papers, and the business is being carried on by his two sons, Norman and Geo. W. James. Mr. M. A. James continues to assist with editorial work as the spirit moves him.

Death called another pioneer of Ontario newspaperdom, when James A. Lambert, who until a year ago controlled the Mount Forest *Representative*, passed away at Wellesley Hospital, Toronto. Although his health had been failing for almost six years, he was not taken seriously ill until a month ago. The deceased was in his 62nd year. During the time he lived at Mount Forest he was a well-known and energetic worker among the Conservatives in North Wellington, and for many years was president of the Liberal-Conservative Association of that county. Through the medium of his paper he upheld the banner of the party against the late Senator McMullen in many Federal elections. Mr. Lambert was born at Cherry Valley, Prince Edward County. When fifteen years of age, he went to Picton where he learned the printing business, afterward working on newspapers in Prescott, Toronto and Acton. He moved from Acton to Mount Forest, where he established the *Representative* in the interests of the Conservative party. He conducted the paper until a year ago, when he retired from business, following the death of his wife. During the past winter he lived at the Toronto Y.M.C.A. The deceased was identified with the Methodist Church, and was a trustee and superintendent of the Methodist Sunday School in Mount Forest. In sports he was an ardent lacrosse man, and was an enthusiast for the well-being of Canada's national game. Especially was he interested in the famous "Lornes," of Mount Forest, and for many years played on the team himself. He was a member of the I.O.O.F. and also an Orangeman. Two sons survive, Norman of Winnipeg, formerly a well-known Toronto newspaperman, and now secretary of the Canadian Council of Agriculture, and E. F. Lambert, Toronto, general secretary of the Canadian National Institute for the Blind. His mother still lives in Cherry Valley.

Quebec

La Presse, Montreal, is planning to extend its premises. This project was made public by the registering of the following sale: "The estate Theodora Hart sold to La Presse Publishing Co., Limited, lot No. 173, Centre ward, with buildings thereon erected, bearing the civic Nos. 2 to 8 on Craig Street west, and Nos. 30 to 40 on St. Lawrence street, for $106,000."

Maritime

G. S. Bacon has joined the reporting staff of the St. John *Telegraph*.

The printing and bindery business in Halifax at present is exceptionally good.

The Maritime Telegraph and Telephone Co. have just issued their semi-annual directory.

The Dartmouth *Patriot* has installed a cylinder press and a complete line of labor-saving material.

C. J. Cragg of the Bridgewater *Bulletin* was a visitor this week, also E. L. Coleman, manager Sydney *Record*.

Mr. George D. Perry, manager of the Royal Print and Litho, Limited, has returned from a trip to the West.

F. S. Glasby has left the St. John *Telegraph*, where he had been acting temporarily as telegraph editor.

The St. John *Standard* has announced a $10,000 subscription contest, with four automobiles, pianos, etc., as prizes.

G. W. Walker, of Dartmouth, has sold his printing plant and has accepted a position on the Halifax *Herald* staff.

Under the heading, "Where is Our Wandering Boy To-night?" the *World*, of Chatham, N.B., prints the following:

Percy Long, of composing room staff of the St. John *Times-Star*, has returned home after several years' service overseas.

There are plenty of compositors and pressmen to be had for the printing end of it, but the bindery hands are very scarce in Halifax.

Mr. William Orr of the Richmond Printing Co. sailed on the steamship "Olympic" from Halifax on July 12th, on a visit to the Old Country.

Lew P. Stratton, formerly owner of the *Maritime Press*, Moncton, N.B., is in the city arranging details for an automobile contest among the merchants of Halifax.

Edgar Kelly, of St. John, who had been a member of the Halifax *Herald* staff before going overseas with the 85th Battalion, has returned home.

Ralph I. McInerney, who joined the staff of the St. John *Times-Star* after returning from overseas service with the air forces, has transferred to the St. John *Telegraph*.

Howard M. Jamieson, formerly of the St. John *Standard* reporting staff before going overseas, where he saw three years' service, has completed his first year in medicine at McGill.

Samuel C. Nash, managing editor of the Charlottetown *Patriot* until he accepted the office of collector of Inland Revenue at Charlottetown, died recently at the age of eighty-four years.

Fred. Thompson, of the composing room staff of the St. John *Telegraph*, has returned from overseas service, dating from the first of the war.

Frank B. Ellis, editor of the St. John *Globe*, has returned from England. His wife accompanied him. Their son, Lieut. S. B. Ellis, who had been in a tank corps with the Imperials, returned a few days later.

Flight Lieutenant Roland Trentowsky, who left the reporting staff of the St. John *Globe* to train for overseas service, has returned from the other side, where he saw considerable service, chiefly as an observer.

The Maritime Paper Company, Limited, with capital stock of $100,000, and head office in Moncton, N.B., has been incorporated under Dominion charter. Moncton and Montreal capital is interested.

W. E. Greenough, night city editor of the Boston *Herald*, and Mrs. Greenough, have been spending their vacation in Digby, N.S., and on their return via St. John Mr. Greenough was warmly greeted by local newspaper friends.

John T. Hawke, editor and publisher of the Moncton *Transcript*, represents New Brunswick, and W. L. Cotton, of Charlottetown *Examiner*, represents Prince Edward Island on the tour through Canada of the National Editorial Association of the United States.

The *Maritime Retailer*, a monthly journal established in St. John five years ago by N. C. Cameron, has been purchased by the *Business Review*, a monthly of similar aims, published in St. John for the last two years by W. F. B. Paterson, and the two will be amalgamated under the name of the *Business Review* and *Maritime Retailer*. Percy Gibson, who has been editor of the *Retailer*, will devote himself to his magazine, "The Boy Scout," and other interests. S. K. Smith, editor of the *Review*, will continue as editor of the combined publications.

Wallace Broad, editor and publisher of the St. Andrew's *Beacon*, St. Andrew's, N.B., who closed the plant last fall when he left for a trip to his former home in England, has resumed publication of the weekly.

F. J. Alexander, superintendent of printing for J. & A. McMillan, Ltd., St. John, has resigned that position and gone to Montreal to accept an appointment as assistant manager of the *Federal Press*.

George E. Day, long established as a job printer in St. John, has taken into partnership his son, Ralph G. Day, who recently returned from the front. In future the business will becarried on under the name of George E. Day & Son.

Notwithstanding there has been an increase in the rates of advertising there has been no lessening of space in two of the papers in this section. The papers are still overcrowded and business is good in all departments.

Mr. J. T. Hawke, the editor and proprietor of the Moncton *Transcript*, and Mr. W. L. Cotton, of the Charlottetown *Examiner*, have each been named by the respective Governments of New Brunswick and Prince Edward Island to represent those provinces during the excursion of the United States Editorial Association from Winnipeg to Vancouver and return.

J. E. Kelly, who has spent several years as wireless operator in the Canadian and Imperial navies in the transport service and on a torpedo boat destroyer, has returned to the Canadian Press wire, and has the night key in Halifax.

Stanley K. Smith, telegraph editor of the St. John *Telegraph*, has returned to his desk after two months' absence on account of illness, during which he was operated on for appendicitis. He spent the last three weeks of his leave in a trip through Upper Canada.

In establishing a fund which will provide five scholarships at Canadian universities annually, of a value of $325 a year for the full university course, Lord Beaverbrook, who is spending the summer at his former home in Newcastle, N.B., selected Frank B. Ellis, editor of the St. John *Globe*, as one of the committee which will make the awards. In this connection, it is of interest that in his younger days, Lord Beaverbrook, then Max Aitken, acted as the *Globe's* correspondent in Newcastle.

Addison R. Fenwick, publisher of the Daily *Tribune*, of Everett, Washington, has returned to the Pacific coast after spending several weeks at his former home in King's county, N.B. Mr. Fenwick was a member of the writing staff of the St. John *Telegraph* many years ago, before removing to the Western states, where he has been very successful in his newspaper work.

"We hear from PRINTER AND PUBLISHER that C. K. Stewart, who has been manager of the Renfrew *Mercury* for about two years, has gone to Three Rivers as manager of an English paper established last fall. Mr. Stewart has had a varied experience on daily and weekly newspapers. Since graduating from the Chatham *World* office, where he learned the business, he has served as mechanical manager of two Fredericton dailies, a Quebec weekly, and two or three Western Ontario papers; worked for a time in an Ottawa office; been manager of the big Renfrew paper for two years, and has now undertaken the arduous duty of getting a new paper on a paying basis, which he will find the hardest job he has ever tackled, altogether different from managing a long established and paying property like the *Mercury*. Mr. Stewart is a hustler, just the man the new paper needs."

The sudden death of A. David Ross, editor of the Daily *News*, of Amherst, N.S., has brought deep sorrow to his many friends throughout the Maritime provinces. In spite of intense suffering caused by ill-health during the latter years of his life, he had continued at his work and had maintained a cheerful disposition and an optimistic outlook on life. When death overtook him he had been planning to start a weekly journal representative and expressive of the best thought of the lower provinces, and which he had hoped would play its art in aiding in the development of the country he loved, along the best lines.

Newfoundland

Capt. F. W. Memory, of the London *Daily Mail*, represented that journal at St. John's, Nfld., during the recent Atlantic air flight contest, for which it had put up a prize of $50,000, and which was won by the Vickers machine, has left for the Old Country by way of Montreal.

In the mail taken across the Atlantic on the 13th June by the Vickers aeroplane, which is the first to make the non-stop flight from Newfoundland to Ireland, was a copy of the *Plain Dealer* of St. John's, Nfld.

Arrangements are in progress for the establishment of another newspaper at St. John's, Nfld. It will likely be a morning issue. That city of about thirty-four thousand of a population already has five daily newspapers, four evening and one morning—besides some four or five weeklies and others.

The daily papers of St. John's, Nfld., have entered into the political fight of the approaching season, and already some of them are waxing warm, with the result that some three or four libel actions have been instituted. One against the St. John's *Daily Star* by Hon. A. B. Morine, Minister of Justice, came before the court on 7th July. The same party has instituted another libel suit against the same paper, and also one against the *Fisherman's Advocate* of the same city.

J. R. Smallwood, staff reporter of the St. John's *Telegram*, was at Harbor Grace covering for his paper the Handley-Page assignment.

F. C. Sutherland & Co., stock brokers, Toronto and Montreal, are advertising a number of standard mining securities in a list of newspapers covering Eastern Canada. Space, which covers 200 lines, is being placed by the Norris-Patterson Agency.

Aromint Mfg. Co., Toronto, is using space in several newspapers, and cover pages in colors to appear in magazines and trade journals, introducing in Canada "Aromints," a round candy wrapped in rolls, and put up in various spiced flavors to be retailed at 5 cents. The Norris-Patterson Agency is handling this campaign.

Standard Silver Company, Toronto, is going to run 200-line copy in magazines and newspapers advertising Holmes & Edwards silver inlaid and super-plate flatware. The campaign is being conducted by the Norris-Patterson Agency, Toronto.

Magic Rolling Pin Co., Toronto, have sent out mail order copy through the Norris-Patterson advertising agency. This company has but lately organized to manufacture a new and distinctly improved style of rolling pin which has as its chief principle the application of indirect rather than direct pressure to the operation of rolling out pastry. The result is such as to encourage the hope of an ultimately large market for the new article.

E. Pullan, the waste paper and rag king of Canada, has commenced an advertising campaign in Ontario newspapers telling of their service to industrial concerns in reclaiming waste paper, rags and clippings. Business concerns having waste paper and cloth clippings may sell them to this firm to profitable advantage. Pullan has placed this business on a scientific basis in Canada, has standardized prices and turned a chaotic market into a staple market. What Pullan means to industrial concerns of Canada is fully explained in the large advertising space, which is being placed by the Baker Advertising Agency, Toronto.

The head office of the Canadian Order of Foresters, Brantford, is receiving tenders up to August 30, for publishing *The Canadian Forester*. The same order is also asking tenders for their supply of printing for a period of one, three and five years.

The Brantford *Expositor* had a midsummer Dollar Day edition which carried a nice amount of business. Added interest was given to the presence of Miss Dollar, the successful person being required to have a copy of the Dollar Day edition and also a treasure box coupon, which were to be had at any Dollar Day store. This made it necessary for a person to have made a purchase before being eligible to capture Miss Dollar.

The *News*, of Medicine Hat, maintains four mat services for the benefit of its advertisers. The merchants are taking full advantage of these services, which is greatly to the advantage of all concerned. It increases the prestige of the newspaper and brings greater business.

The Maritime division of the C.P.A. is holding its annual meeting at Newcastle, N.B., on Wednesday and Thursday, August 20 and 21. Mr. John M. Imrie, manager of the C.P.A., will be present. J. C. Keating, president, and R. A. N. Jarvis, secretary, are sending out notices urging an early reservation at the hotels. Along with the notices are cards asking for topics for discussion.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers

By H. A. Nicholson, Manager Printer and Publisher

WHAT liberties may a compositor take with copy in the course of setting an advertisement? How far may he go in dropping a superfluous word here, adding a word there, and rearranging the items so as produce the best possible effect, typographically and otherwise. This is a perplexing question. It is an important question, too, in our opinion, and for that reason we deem it quite appropriate as an introduction to this department.

We claim the question important because there is scarcely a piece of copy that finds its way into a compositor's hands that the compositor does not feel that he could change to advantage if he dared take the necessary liberties. The question does not alone affect the changing or omission of a word, or the rearranging of a part, but also affects the choice of words or lines to be displayed, as well as the general arrangement.

For instance, an advertiser submits copy for an advertisement. The advertiser, we will say, has just an ordinary knowledge of the principles of writing any advertisement (which is lamentably, often the case). He knows extremely little about type; its scope and restrictions. Consequently the copy fails to lend itself to effective display. This is readily apparent to the eye of the compositor. He sees how a change, an omission or addition would help the situation and at the same time in no way interfere with the sense of the message.

THE COMP'S ATTITUDE

"Safety first; I'll follow copy," soliloquizes the compositor, however. "If I make any changes and they fail to get by with the advertiser's approval, I'll be the goat. I'll let well enough alone, and make the best of it as it stands."

This is the attidude of the average run of compositors in the process of setting an advertisement. Then it would seem that there is no question as to how much liberty may a compositor take in changing copy, since he is careful to take none at all.

There is a question, nevertheless, immaterial of the attitude of compositors in the fidelity in following copy. For, as a matter of fact, the question crops up to a certain degree in the setting of countless advertisements, and should be given due consideration. The slogan, "Follow copy, even should it blow out the window," is out of date. The compositor who is guided by it is misled. He is a victim of a retrogressive habit.

Should the compositor interpose his ideas and cast aside those submitted by the advertiser merely because the former sees room for improvement? Decidedly not. This is not an attempt to encourage wholesale liberties by the man at the case. THE COMPOSITOR SHOULD USE HIS HEAD. That is the point we are driving at. Too many compositors are playing merely a mechanical role at the case. They fail to turn things over in their mind. They are not using the intelligence their training imparts, or should impart.

Now the question arises, what liberties may a compositor take with copy? No general rule can be supplied. Each case must be treated independently. For example, a dry goods merchant, we will call him Brown for convenience, sends in copy for his advertisement. Brown may be a successful merchant, but has never learned how to properly write and draft up an advertisement. The copy he hands in fails to lend itself to effective display. Brown is well-known for his good sense and would greatly appreciate the compositor's judgment were he to take some liberties with the copy which would unquestionably improve the effectiveness of the advertisement, especially if Brown is in the habit of seeing a proof before going to press.

CAUTION ESSENTIAL

There are several essential points to be taken into consideration, however, before it would be wise to try copy changing. The compositor must know for a certainty what he is doing. He must be sure that the changes would be decidedly for the better. He must also know the advertiser, have his confidence and feel thoroughly posted as to how much latitude may be taken. Then he must not run foul of his office rules, if there are any, respecting copy changes.

The foregoing is meant mostly to apply to small city and town newspaper advertisements. Newspaper advertisements in the larger cities are nearly all prepared by expert ad-writers, whose copy and layouts are generally accepted as perfect. Still there is room for judgment on the part of compositors in following the work of the expert ad-writer. Very few ad-writers, professional or otherwise, have the time to measure and weigh every detail in the preparation of copy and layout. Consequently the compositor is expected to use some judgment in the matter. This particularly applies to the layout. An authority states: "If strict orders were given to follow the layout literally, many an advertisement would be rendered laughable through lack of technical knowledge or forgetfulness of the ad-writer. By securing the printer's co-operation much better results will be secured."

A BRITISH POINT OF VIEW

Recently a rather heated controversy was carried on in the *British Printer* between exponents of the lay-out system and printers who were inclined to find fault with it. During the course of the debate some very pointed remarks were directed at the ordinary printer. One correspondent aimed to point out that the layout man has become a necessity because the ordinary compositor cannot be depended upon to display type to the best advantage if allowed a free hand. The compositor is criticized for a certain lack of knowledge, initiative and skill. The blame for this, according to the correspondent, was due in part to the fact that "THE PRINTER IS TAUGHT TO FOLLOW COPY." Some of the remarks, though extremely severe, are worth repeating, for they contain a number of truths. To wit:

"May one who has had much to do with the placing of printing orders and advertisements be allowed to make a few comments on the vexed question, "Layout Man versus Comp."?

"In my opinion, the layout man is essential if one is to obtain pulling results from the ordinary printer. The average printer (individual) is too often a mechanic who, by reason of long training, is able to set a certain fixed number of pieces of metal (type) in a certain fixed best to insert as many rules and ornaments as the space not required space with neatness and despatch. If he has time, he will also do his for type will hold.

"Give him copy, and no layout, and while the result may be readable and clean it will reveal no marked individuality—no unusually happy groupings; no sign of comprehension of the heart of the matter, either by unique stressing or inevitable display. This prevails not only in the catalogue field but also in the advertising field.

"The reason is twofold. In the first place, THE PRINTER IS TAUGHT TO FOLLOW COPY, which is both an excuse for laziness and a bar to individuality.

"The second reason is that the average printer is (1) not too well educated, and therefore does not realize the value of the words he sets; (2) not greatly appreciative of art, and therefore is content with—that which he is content with; and (3) by the time he is a journeyman has become so groovey that he resents any departure from the 'established custom,' which permits him to do an appreciable day's work without undue trouble or decrease in output—i.e., material, not artistic, output."

RESET ADVERTISEMENTS

The advertisements selected for reproduction in this department this month bear the ear-marks of that class of ads in which the copy has been prepared by incompetent ad-writers whose ideas the compositors carried out without giving any consideration as to the best method of arrangement.

Advertisement No. 1—Too much variety is seen in the many headings and sub-headings. Probably the advertiser drafted the copy similar to the manner in which the type was displayed, but no doubt the compositor would have been justified in making the lines more readable. The type hugs the border unnecessarily, too. This fault is emphasized by the vast amount of white space in the centre of the ad. The lists of items are extremely small type, also, a fact particularly noticeable in the original setting, which is 3 columns wide by 7 inches deep. See reset advertisement on page 34.

Advertisement No. 2.—The heading of this advertisement is very effective, but the text matter immediately below is spread across too wide a measure to be easily read. (The original set-up covers four columns.) The advertisement on the whole is unbalanced, showing a preponderance of white space at the bottom, still this might be accepted as a unique and advantageous effect had the body matter at the top been more tastily arranged. Our reset shows an entirely new arrangement, which if it does not show the same strength in the heading, at least presents an improvement in style, we hope.

Advertisement No. 3.—Proper contrast between main portions and these of less importance is one of the secrets of correct display of type matter. An attempt to make every line a display line such as we see in this advertisement defeats the purpose of display. It is well to remember that much emphasis destroys all emphasis.

Contrast in display was entirely left out of the question, with the exception of the firm name, in the setting of this advertisement. Had the lines "Insure your crop with us" been set with an eye to contrast, the main portion of the ad would have stood out boldly and would have had a better chance of being grasped by the reader.

(Continued on page 36.)

MEN and BOYS

HOT WEATHER DEMANDS

Keep Kool Garments

Our Stock is Complete.

Come in

Sport Shirts	Wash Ties	Athletic Combinations
Silk Front Shirts	Silk Ties	Balbriggan Combinations
Crepe Shirts	Cuff Links	Separate Garments
Chambra Shirts	Arm Bands	Silk & Lisle Sox
Silk Stripe Collars	Tie Clips	Hose Supporters
White Soft Collars	Balbriggan Combinations	Bathing Suits

Also a complete line of Pants, Overalls, Work Shirts, Hats and Caps, Shoes and Clothing.

WE SOLICIT YOUR BUSINESS

C. G. ELLIOTT

BRING YOUR BUTTER, EGGS AND POULTRY

Canada Food Board License No. 8-16622

Comber, Ontario.

Advertisement No. 1 (Reduced).—From the Comber "Herald." Reset on page 34.

Let Hydro Ring Your Door Bell!

A Hydro Bell, Ringing Transformer, in your home will remove all the old-time annoyance with your door-bells.

It is always on the job, ready to ring your bells, operate your annunciators, door locks or illuminated house numbers.

Wherever you have used batteries for these purposes a Hydro Bell-Ringing Transformer can be substituted to advantage.

Transformer only $1.75
Transformer installed $5.25
Complete Bell Ringing Transformer outfit .. $10.50

THE HYDRO SHOP

31 Chatham Street West — 996—Telephone—996

Advertisement No. 2 (Reduced).—From the "Border Cities Era." Reset on page 35.

We Are Offering Field and Garden Cultivators and Buggys at reduced prices for thirty days.

Insure Your crop with us.

S. G. JAMIESON & SON.

Agent for IMPERIAL OIL CO.

Advertisement No. 3 (Reduced).—From the Bow Island "Review." Reset on page 35.

Our Great

Farewell Sale

Will be continued until everything in the store has been sold.

Now is the time to secure your Fall supply of goods and household necessities.

JOHN MOROUN
COMBER ONTARIO
Highest Price Paid for Butter and Eggs

Advertisement No. 4 (Reduced).—From the Comber "Herald." Reset on page 36.

THE STORE OF QUALITY AND VALUES

This Week

NEW LINES

Have been received by us

Middies for Ladies
Dresses for Children
Vests for Ladies
Large sizes now here

ALSO

Mens' Balbriggan Wear

ALL SIZES

90c per garment or $1.75 per suit

Also Mens' and Boys' Running Boots

Fresh Groceries Always At

Mountain's Store

PHONE 47

HOUSE PHONE 148 — License No- 8-11161

Advertisement No. 5 (Reduced).—From the Hartney (Man.) "Star." Reset on page 37.

It pays to shop at Jamieson's

Dry Goods Dept.

Summer Dress Goods
Specialy Priced for balance of July
Silk Hosiery and Silk Gloves
for warm weather
See Our New
Georgette Silk for Dresses

Ready-to-wear Dept.

Ladies' Gingham Dresses
in latest styles at special prices this week
A few **Voile Dresses** to go at reduced prices.
Splendid showing of new **Georgette Blouses** this week.

Mens' Dept.

White Duck Trousers and Khaki Trousers are the order of the day.
Let us submit our prices to you.
Best value in Men's Suits.

Jamieson's

"THE BIG STORE"

Advertisement No. 6 (Reduced). From the Smith Falls "News-Record." Reset on p. 37.

Men's and Boys' Hot Weather Demands

Keep Kool Garments—Our Stock is Complete—Come in

Sport Shirts
Silk Front Shirts
Crepe Shirts
Chambray Shirts
Silk Stripe Shirts
White Soft Collars

Wash Ties
Silk Ties
Cuff Links
Arm Bands
Tie Clips
Bathing Suits

Balbriggan Combinations
Athletic Combinations
Separate Garments
Silk and Lisle Sox
Hose Supporters

Also a complete line of Pants, Overalls, Work Shirts, Hats and Caps, Shoes and Clothing

We Solicit Your Business

C. G. ELLIOTT

COMBER, ONT.

Canada Food Board License No. 8-16622

Bring Your Butter, Eggs and Poultry

Reset advertisement No. 1, reduced. Original size of advertisement was three columns wide by seven inches deep.

Let Hydro Ring Your Door Bell!

Transformers only	$ 1.75
Transformers installed	5.25
Complete Bell Ringing Transformer outfit...	10.50

A Hydro Bell-Ringing Transformer in your home will remove all the old-time annoyance with your door-bell.

It is always on the job, ready to ring your bell, operate your annunciators, door locks or illuminated house numbers.

Wherever you have used batteries for these purposes, a Hydro Bell-Ringing Transformer can be substituted to advantage.

THE HYDRO SHOP

31 Chatham St. West Telephone 996

Reset advertisement No. 2, reduced. Original size of advertisement was four columns wide by four-and-a-half inches deep.

We are Offering Field and Garden

Cultivators and Buggys

At Reduced Prices for Thirty Days

INSURE YOUR CROP WITH US

S.G.Jamieson&Son

Agent for: IMPERIAL OIL CO.

Reset advertisement No. 3, reduced. Original size of advertisement was two columns wide by seven inches deep.

Our Great

Farewell Sale

Will be continued until everything in the store has been sold.

Now is the time to secure your Fall supply of goods and household necessities.

JOHN MOROUN

COMBER, ONT.

Highest Prices Paid for Butter and Eggs

Reset advertisement No. 4, reduced. Original size of advertisement was two colums wide by six-and-three-quarter inches deep.

RESET ADVERTISEMENTS—*Continued from page 32*

In our reset we have prominently displayed the most important words and subdued those of minor importance, thereby giving the necessary contrast to allow the eye to readily grasp what the advertisement is about.

Advertisement No. 4.—Improper balance of white space is one fault seen in this set up. Note the space between the various groups of type. The same amount of space should have been placed at the sides. This could have been easily accomplished by the use of condensed or smaller size type for the text matter. The reset advertisement gives our idea of a better display.

Advertisement No. 5. Fancy typographical effects such as the one seen at the top of this is old-fashioned, a relic of the days when a printer's skill was measured by his ability to imitate the pen and brush artists with type rule and ornament. The engraver has supplanted this class of printer. The ornamentation in this ad interferes with the heading of the items for sale and might be eliminated to advantage. The phrase enclosed herein is probably worn threadbare and would be just as well if given less prominence, thereby permitting the type below a better chance to express itself.

We have made a change in this respect in our reset advertisement, and have also produced a better balanced effect throughout, which undoubtedly makes the set-up more attractive.

Advertisement No. 6.—It is a difficult proposition to make an attractive and readable advertisement out of indifferently-written copy. The copy furnished for this ad. no doubt belongs to that class. The ad-writer had poor conception of typographical display, else he would have written something easier to adapt into readable form. Still the compositor might have made a better job of the copy furnished. The department heads are over-displayed in our opinion. The items for sale are deserving of more prominence. The body type is all monotonously set in 18-point Cheltenham and Cheltenham Bold. This is not necessarily a poor selection of type if it were arranged in neat style, but this is somewhat out of question considering the erratic manner in which the copy is written, unless the compositor feels that he could take some drastic liberties in changing it.

A glance at the reset advertisement will give an idea of what we consider better handling of this copy.

The Store of Quality and Values

This Week

New Lines

Have Been Receieved
By Us

Middies for Ladies
Dresses for Children
Vests for Ladies
(Large Sizes Now Here)

MEN'S BALBRIGGAN
WEAR—ALL SIZES

90c. per Garment
$1.75 per Suit

Mens' and Boys' Running Boots

Fresh Groceries
Always at

Mountain's Store

Phone 47

House Phone 148 License No. 8-11151

Reset advertisement No. 5, reduced. Original size of advertisement was two columns wide by eight-and-a-half inches deep.

It Pays to Shop at Jamieson's

DRY GOODS DEPT.

Summer Dress Goods

Specially Priced for Balance of July

Silk Hosiery and Silk Gloves
For Warm Weather

See Our New
Georgette Silk for Dresses

READY-TO-WEAR DEPT.

Ladies' Gingham Dresses
In latest styles at special prices
this week.

A few Voile dresses to go at Reduced Prices'
Splendid showing of new Georgette
Blouses this week.

MEN'S DEPT.

White Duck and Khaki Trousers
are the order of the day. Let
us submit our prices to you.

Best Value in Men's Suits

JAMIESON'S

"THE BIG STORE"

Reset advertisement No. 6, reduced. Original size of advertisement was two columns wide by eight-and-a-half inches deep.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

W. Elletson of the Rossland *Miner* was among the delegates at the second International Mining Convention at Nelson the latter part of June.

Newspapers located in smelting towns are having their troubles these days. At Grand Forks and Greenwood the big reduction works have shut down permanently and are being dismantled.

H. W. Power, for some years editor of the Kaslo *Kootenaian*, has accepted the assistant editorship of the Northwest *Mining Truth*, Spokane, and has leased the Kootenay paper to J. Grier, a veteran newspaper man of the province who is now in charge. Mr. Power has removed his family to Spokane.

After four years' ownership W. B. Willcox last month sold the Trail *News* to Messrs. Hall and Fraser, two of the *News* staff. Mr. Willcox has not decided on his next location. At present he is on a holiday trip to points east.

The recent sympathetic strike is felt at interior points. Due to a shortage of newsprint several papers have been coming out half size for a couple of weeks. Its first issue in July was a two-page affair for the Kaslo *Kootenaian*.

The Lands Department is again using space in all the papers in a campaign to prevent forest fires. 225 inches of space will be used in three months at a rate of not less than 25 cents an inch, the advertising being placed direct.

A. B. S. Stanley, who relinquished his interests in the Hedley *Gazette* in order to go overseas in 1916, is home again, and at present is on the staff of the Nelson *Daily News*. The *News* also has W. Curran, who has almost four years in khaki to his credit, back on the reportorial staff.

The high court sitting at Fernie last month disposed of two libel suits in rather short order. President Christophers of the U.M.W. failed in his action against the *Free Press*, while Editor Lawson of the *Ledger* was forced to pay the *Free Press* $250 and publish the usual apology for certain indiscreet remarks against Editor Wallace.

East Kootenay has a new weekly in the Cranbrook *Courier*, which made its initial appearance the last week in June, under the direction of Messrs. Sullivan and Satree, two well-known interior newspapermen. It is a six-column four-page paper with ambitions to double that size. The first number is excellent as to news content, but is lacking in advertising support.

Victoria *Times*:—Among the "bucks" who are returning is Bobbie Ross, formerly sporting editor of the *Times*. Throughout his military career he always preferred a team of horses to any other form of duty and developed into one of the best drivers in his battery. Before going overseas Bobbie was quite prominent in sport, catching for one of the amateur teams. He will be signed up immediately on his return by one of the clubs.

The case of slander brought against P. F. Lawson, editor of the Fernie District *Ledger*, and the executive of District 18, U.M.W. of A., by J. R. Wallace of the Fernie *Free Press*, has been settled out of court, Lawson agreeing to pay to Wallace $250 and costs in the case and to retract his statement upon which the suit was based. Lawson admits that the statement complained of was made to him by a Mr. Jackson, former alderman, who refused to come to court to testify, being outside the jurisdiction of the court.

Kelowna (B.C.) *Courier*:—Last week saw the end of the one paper idea for the two cities of Enderby and Armstrong, and commencing with this week each town will be able to boast its own paper again. In future, the Okanagan *Commoner* will cover the Enderby district, while the Armstrong *Advertiser* will reappear in its old field. This shows that while a town does not always appreciate a paper when it has one, yet, when it loses even half of that paper, it is not satisfied until it gets it back again, and this in spite of the fact that the *Commoner* of the past has not been at all lacking in looking after the interests as well as the news of both communities.

Commenting on the statement made before the Cost of Living Committee at Ottawa by Harry Sterling, of Fort William, to the effect that Davidson and Smith "owned and controlled many interests, including the Vancouver *World*," John Nelson, publisher of the *World*, gave out the following: "The erroneous statement arose from the fact that J. L. Davidson, one of the principals of Davidson and Smith, of Winnipeg, is also one of the owning company of the World, Limited. Mr. Davidson, Mr. Stuart Cameron and Mr. John Nelson, all of Vancouver, are the sole shareholders and directors of this paper."

H. W. Power, says a Nelson, B.C., item, for the last eight years editor and manager of *The Kootenaian*, and for twenty-two years a resident of Kaslo, B.C., passed through Nelson on his way to Spokane to assume the post of assistant editor of *The Mining Truth*. *The Kootenaian* has been leased to James W. Grier, a veteran newspaperman of the interior, who formerly edited the Hedley *Gazette*, and before that the Slocan *Gazette*.

Alberta

Publication of the new daily in Calgary has been postponed for a time on account of the unsettled labor conditions in the West.

J. F. Mackay, former manager of the Toronto *Globe*, was a Calgary visitor early in July.

Part of the Calgary *Canadian* plant has been sold, the Goss sextuple press going to the Victoria, B.C., *Times*. The *Morning Albertan* leased the *Canadian* building, and has moved in.

The wedding took place at Calgary on July 9 of Mayor Marshall of that city, and Miss Daisy McGregor. The bride is one of the most popular young women of Calgary. Being a newspaper woman and having been connected with the editorial staffs of the Ottawa *Journal*, the Medicine Hat *News*, the *Morning Albertan* and Calgary *Herald*, it has brought her into close contact with women's public work, in which she has always shown a sincere and deep interest. Among many gifts received was a suitable remembrance from the staff of the Calgary *Herald*.

Captain Alexander (Sandy) Russell, late of the Calgary *Herald* editorial staff, who, since he was invalided home from France, was pay adjustment officer and assistant district paymaster for Military District No. 13, has resumed civil life as managing editor of the the Alberta *Veteran*, the Great War Veterans' weekly newspaper. As convener of the publicity committee of the G.W.V.A., Calgary district, he has taken a very active interest in the activities of the association and his long experience as a newspaper man peculiarly fits him for the responsible appointment.

Saskatchewan

The Melville, Sask., *Progress* made its debut on July 2, being the second weekly in this central Saskatchewan town. O. W. Juckes, who operates a paper at Central Butte, is the publisher who has invaded this field, and he has employed V. M. Snow to manage this sheet. In order to meet the new competition, the Melville *Canadian* is putting on a red-hot subscription campaign in which some large prizes will be hung up.

The Typographical Union of Saskatoon caused a stir in the ranks of the Trades and Labor Council when at the meeting of the council a letter was read from the typos demanding that the officials state clearly their stand with regard to the One Big Union. The letter further stated that the members of the union who were recently elected to office on the council would be forbidden to occupy their position if the council favored the One Big Union scheme. The matter caused considerable discussion, the officials absolutely refused to make any statement. The installation of officers had to be postponed owing to the action of the Typographical Union.

Chester E. Moffet, of the Saskatoon *Daily Star*, had the pleasure recently of making a cross-country flight from Saskatoon to Rosetown, a distance of 75 miles, in 50 minutes, with Lieut. H. S. McClelland, who piloted the Curtiss biplane. The trip was made at the instance of A. G. Low Company, Limited, hardware specialists, of Saskatoon. The return flight was made against a dangerous head-on gale in an hour and fifteen minutes. This is, perhaps, the first time that a salesman has been taken by aeroplane to get his orders, three having been written

in Rosetown. Mr. Moffet, not only has the honor of being the first advertising salesman in Saskatchewan and likely the Dominion, to "aviate," but he originated the first aviation party of newspaper students, which was held at Madison Park, Seattle, Washington, on July 19, 1917, when ten fellow-students, majority being women, saw the coastal city from the clouds. The pilot, this time, was Joe Forkner, who since has distinguished himself in the American Flying Corps. Miss Inez Streetor, now a teacher in the Lincoln High School and also editor of *"Totem,"* was with Mr. Moffet on that famous flip. The Seattle *Daily Times* devoted nearly a full page in the Sunday edition to this feat. Mr. Moffet has been in the West for eight years. During that time he has been with the Alsask (Sask.) *News*, the Oyen (Alta.) *News*, the Hanna (Alta.) *Herald*, and *State University Journal, Seattle*. After being discharged from the Royal Air Force a year age he accepted a position on the advertising staff of the Saskatoon *Daily Star*.

Manitoba

E. A. Watson, from Swift Current, is now editor and manager of Morris *Herald*.

One Big Union leaders now control the Western *Labor News*, Winnipeg. In a recent issue a notice appears stating that "the resolution of the Council on Tuesday, July 29, automatically transferred the property rights of this paper to the Central Labor Council." It is freely predicted by labor followers that the next big clash between International and One Big Union interests will concern the right to possession of the official labor organ. The matter may come before the reorganization meeting of the Trades and Labor Council. Credentials of all delegates will be examined carefully, and One Big Union delegates will be barred from the meeting.

Ontario

Norman McIntosh, formerly of the *Financial Post*, is now on the staff of the Toronto *Telegram*.

H. V. Tyrrell, general manager of the MacLean Publishing Co., Toronto, with Mrs. Tyrrell, is at Algonquin Park.

W. C. McNaught, telegraph editor of the Toronto *News*, has gone with the J. J. Gibbons Advertising Agency.

Mr. T. B. Costain, editor of *MacLean's Magazine*, has gone on an extended trip in Western Canada. He will go as far as the Coast.

C. J. Bell, formerly advertising manager of the St. Catharines *Standard*, has accepted a position on the technical papers of the MacLean Publishing Co.

The North Bay *Times* has discarded the gasoline burner and installed an electric melting pot for the Intertype composing machine. The work of installation was done by Hugh D. Phelps, operator.

Pte. Arthur Dyer, a former employee of the St. Thomas *Times* and the *Municipal World*, has returned to St. Thomas after serving several years with the Northamptonshire Regiment. He was a prisoner of war 18 months.

Picton *Times*: H. A. Groves, of the Toronto *Telegram* staff, has been spending holidays with his brother-in-law, Rev. Mr. Wilson, of the Baptist church. A couple of weeks were very pleasantly spent at Mr. Sam Brown's cottage, West Lake.

Alfred E. Macvicar, of Sarnia, died on Thursday, in his 51st year. He was a son of the late S. A. Macivar and the late Mrs. S. A. Macivar, the former being at one time editor and proprietor of the Sarnia *Canadian*, in partnership with Robert MacAdams.

Collingwood *Bulletin*: We regret to learn of the illness of our friend, editor R. L. Mortimer, of the Shelburne *Free Press*. We understand he has been confined to his home for some time and unable to give his customary attention to the *Free Press*.

The annual picnic of the Hamilton Printing Pressmen and Assistants' Union was held at Dundas driving park and despite the prospect of inclement weather the event was marked by the good turnout of the members accompanied by their wives and families.

H. N. (Mike) Moore, who has been overseas with the C. A. S. C., and who has been assisting Percy Hurd, "Windermere," is in Canada. He was formerly on the staff of the Montreal *Star*, and went across with the first contingent as correspondent, returning later to enlist here.

Fire broke out in the large paper machine room of the Ontario Paper Company at Thorold, and climbed to the roof, from where it threatened the whole plant. Assistance was at once summoned from Merritton and St. Catharines and Niagara Falls, N.Y., who with the town firemen succeeded in checking the fire after a stubborn fight.

STEADFAST in the advocacy of the principles of Liberalism, today as throughout its whole 75 years,

The Globe

exerts a more widespread and powerful editorial influence than ever before.

During these times when political parties are going through the flux, a daily reading of The Globe's Editorial Page is counted a necessity by those who would be posted on political and economic developments in Canada.

The Globe

TORONTO

Charles F. Hamlin, formerly city editor of the Woodstock *Sentinel-Review*, has returned from long service overseas.

Mr. J. M. Moore, of the Georgetown *Herald*, left this week on a trip to British Columbia. Mrs. Moore and Miss Aileen accompanied him. They will visit at various points in the Western provinces.

The Trenton *Advocate* has installed a new linotype with Mr. Ernest Statia, a son of the proprietor, Mr. Vance A. Statia, as operator. Mr. Ernest Statia is a returned soldier who spent nearly four years overseas.

A recent issue of the Barrie *Advance* appeared under new management. J. Baldwin Bryant, who has had this paper for the last 18 months, having disposed of it to A. D. Wright, formerly publisher of the Gravenhurst *Banner*, and G. V. Cave, son of J. J. Cave, of the Beaverton *Express*.

North Bay's first business catalogue was produced by the *Times* in May. It was a sixteen page, illustrating furniture. The stock used was 60 lb. No. 1 calendered book. The venture was by J. W. Richardson for the furniture department. They were delighted with the work, and claim that the undertaking is bringing results.

To succeed Gordon Waldron as editor of the *Farmers' Sun*, the United Farmers of Ontario have selected Mr. W. L. Smith, former agricultural editor of the *Globe*. At a meeting of the shareholders of the paper to be held in September, it will be decided whether the *Sun* is to be issued daily or be continued as a weekly.

Lt. Thomas E. Smith, who recently returned from Siberia, where he served with the Canadian Expiditionary Forces, has been appointed night editor of the London *Advertiser*. Lieut. Smith was formerly on the staff of the Toronto *Telegram*, and at the time of enlisting was city editor of the Woodstock *Sentinel-Review*.

Mr. L. Stanfield, who went overseas with the 2nd Brigade First Canadian Heavies on March 17th, 1917, and saw active service in France and Belgium and was with the army of occupation in Germany, returning home with the 1st Siege Battery on May 11th, has entered into partnership with Mr. Thomas S. Bailey (proprietor Sutton and Bailey), 291 Victoria Street, Toronto. Mr. Stanfield was associated with Mr. Bailey before going overseas. The printing firm's name in future will be Bailey & Stanfield.

The two Smith's Falls papers, the *Rideau Record* and the *News*, have been amalgamated, and will be issued semi-weekly as the *Record-News*. Mr. G. F. McKimm, editor of the *Rideau Record*, and Mr. Harry Suttom, who has been connected with the *Record* for thirty-two years, are the only shareholders in the company.

"I am mighty glad to be home again," said Lieut.-Col. John A. Cooper, as he stepped from the troop train in Toronto. Col. Cooper, who was formerly editor of the *Canadian Courier*, took overseas the 198th (Buffs) Battalion, early in 1917. He was a member of the court-martial which inquired into the troubles at Rhyl Camp, Wales, recently.

The Acton *Free Press* has just commenced its forty-fifth volume. Mr. H. P. Moore, the editor and publisher, has owned and conducted the *Free Press* for forty-one years. Last year a linotype was added to the equipment and a new dress was put on. This year the paper has been further improved by the addition of two pages, and the installation of a Mentges folder.

W. A. Craick has resigned as associate editor of *The Financial Post* to become editor of *Industrial Canada*, with which he has also been associated in a temporary capacity for the past three years. Mr. Craick is well-known among Canadian writers as an authority on economic and other aspects of the country's development.

At the printers' picnic in London a happy little event was when *Advertiser* printers presented Wallace Laut, retiring managing editor of that paper, with a gold ring. An address was read by Joe Goodburn, expressing regret that Mr. Laut was severing his connection with the newspaper and wishing him every success and happiness in days to come. Mr. Laut, who was taken completely by surprise, replied in felicitous terms.

Mr. "Andy" Clarke, night editor of the London *Morning Advertiser*, has been appointed editor of *The Retail Merchants' Globe* and promotion manager of the *Globe*. Mr. C. R. Sanagan, formerly editor of the *Retail Merchants' Globe* has been appointed assistant advertising manager of the Willys-Overland organization of which Mr. John F. Mackay, formerly business manager of the *Globe*, is secretary-treasurer. Mr. Clarke, the new editor of the *Retail Merchants' Globe*, is an old *Globe* reporter and desk man.

A party of newspaper men had a trip north, as guests of the Grand Trunk. The party included R. S. White, editor-in-chief of the Montreal *Gazette*; Paul Bilkey, also of the *Gazette*; E. Norman Smith, of the Ottawa *Journal-Press*; C. F. Paul, Toronto *Saturday Night*; John M. Eastwood, Hamilton *Times*; W. J. McNair, Hamilton *Herald*; G. W. Austen, *Mail and Empire*; W. D. Loney, Toronto *Times*, and J. H. Smith, Toronto *World*.

Upon the occasion of his retirement from the *Globe* last week to take an important position in the publicity department ofthe Willys-Overland Motor Car Company, Mr. Claude Sanagan was honored by his associates with a signet ring. The presentation was made by Mr. R. A. McCleary, Circulation Manager, on behalf of the business staff. Mr. Sanagan had been connected with the *Globe* for eight years, first as its London, Ont., agent, and latterly in Toronto in publicity work and in editing the *Retail Merchants' Globe*.

E. V. Murphy, chief reporter of the stenographic corps of the U. S. Senate at Washington, died at Albany, N.Y., while on his way to Toronto, en route for Lake Simcoe, where he spent the summer every year. He was 75 years of age. He married a sister of Mrs. O. B. Sheppard, of Toronto, and Mr. and Mrs. Sheppard have left for Albany to accompany the body to Washington. Mr. Murphy and his brother, Dennis, had been reporters at Washington for sixty years, having begun as mere boys. Frank, a son, is also a reporter at Washington.

Pte. Glen Dumphy, probably the most severely wounded Leamington boy to return from overseas, arrived home. Pte Dumphy, who is a former employee of the Leamington *Post*, enlisted in the Leamington platoon of the 99th Battalion in November, 1915. He went to England in May of the following year, reaching France in March, 1917, where he transferred to the 47th Battalion. He was in the fighting at Passchendaele, Amiens, Arras, Cambrai and Valenciennes. It was at the latter place on Nov. 1 of last year that he received his wound.

The Sudbury *Mining News* is expanding under a reorganized company, new machinery is being installed, and a bigger and better newspaper, one in keeping with the growth and importance of the north country is promised by the new management. Mr. A. G. Templeton, who has been at the head of the paper for many years, and who is well known in the north country, is the new managing director, and the mechanical department has been entrusted to Mr. E. Webster, who has been for a number of years connected with the staff. The management has been fortunate in securing the services of Mr. J. J. O'Neill, for a number of years city editor of the Kingston *Daily Standard*, and well and favorably known among Eastern Ontario newspapermen, as head of the new news department. "Joe" has made several improvements already, and things look good for the *Mining News* in the very near future.

Brockville *Recorder*:—T. T. Shaw, Renfrew, who recently disposed of the *Journal* newspaper of that town, and who has had a wide experience in the newspaper business, has secured a large block of stock in the Coleman Baking Powder Co., Limited, of Brockville, and expects to be here in the course of a week to start operations. He intends moving his family to Brockville about the first of July. It is understood that Mr. Shaw has purchased the interests of the late Captain E. C. H. Moore and his affiliation with the Coleman Baking Powder Co. is a phase of the reconstruction of the company following the war period.

Hamilton *Spectator*:—James H. O'Neill, of Sarnia, manufacturer of O'Neill's automobile and furniture polish, was in the city yesterday and announced that his firm would very shortly move to Hamilton, as they considered the location more central and the prospects exceedingly bright for future business. Mr. O'Neill, before launching into the manufacture of his already well-known and widely-advertised products, was a newspaper man, serving on some of the best Canadian and American dailies. Following the amalgamation of the Sarnia *Observer* and *Weekly Canadian*, Mr. O'Neill was appointed editor.

James Gairdner, one of the oldest members of the Toronto Typographical Union, passed away at the home of his daughter, Mrs. E. Wright, 466 Brock Ave. The late Mr. Gairdner was 87 years of age and was born in Ayr, Scotland, coming to Canada in 1881. He had formerly been a foreman in the composing room of the Glasgow *News*, later going to Ireland and acting in the same capacity on the Belfast *Northern Whig*. On coming to Canada he was engaged for 15 years in the composing room of the *Mail and Empire*. Later he left the newspaper and was employed in the Methodist Book Room. During his newspaper work he saw printing develop from its early stages to its present efficiency. He was a member of the Bonar Presbyterian Church, was a prominent Mason and was also a member of the Typographical Union. He is survived by two sons, James Gairdner, employed in the *Mail and Empire* composing room, and Robert Gairdner, of the *Globe*, also three daughters, Mrs. E. Wright, Mrs. B. Forbes and Mrs. W. Farsier, all of Toronto.

(Other Personals on Page 30.)

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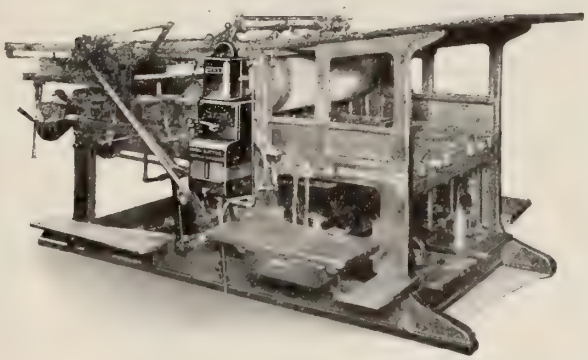

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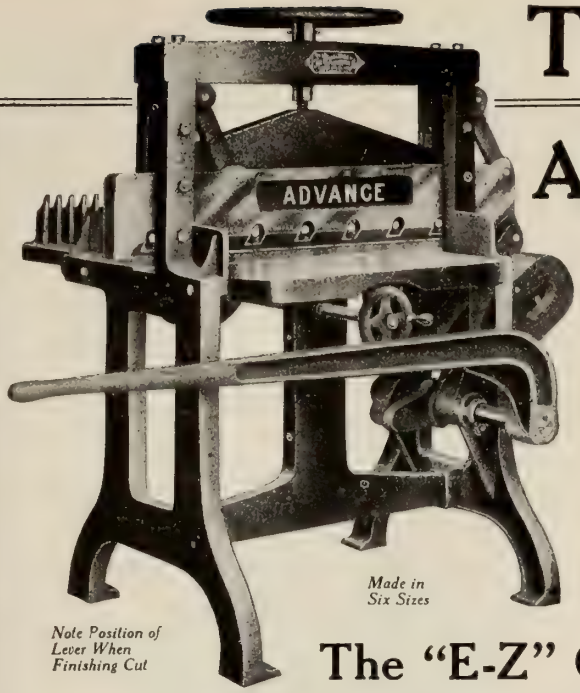

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Made in six sizes, from the 16″ and 19″ "Pony," with or without iron stand, to the sturdy 23¼″, 26¼″, 30″ and 33″ sizes as illustrated.

Powerful compound leverage; extra long, quickly adjusted interlocking back-gauge; adjustable gibs in side-frames; side gauges on both sides, both front and back; half-inch cutting stick with facilities for easy and quick removal, are only a few features.

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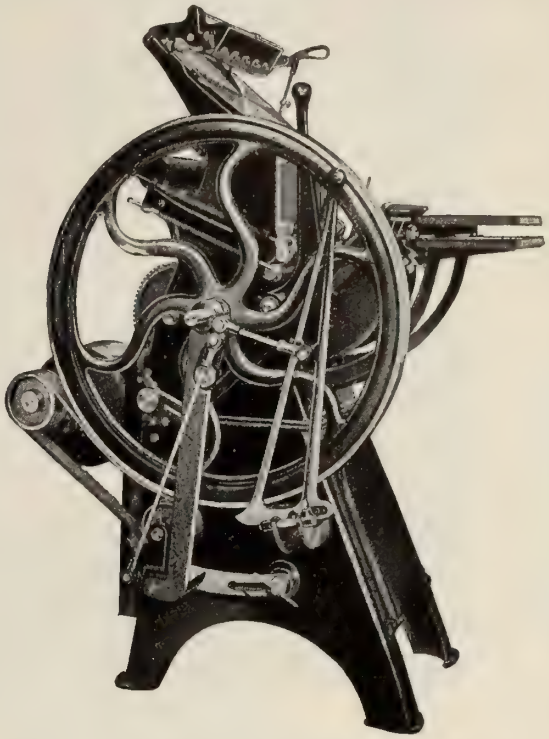

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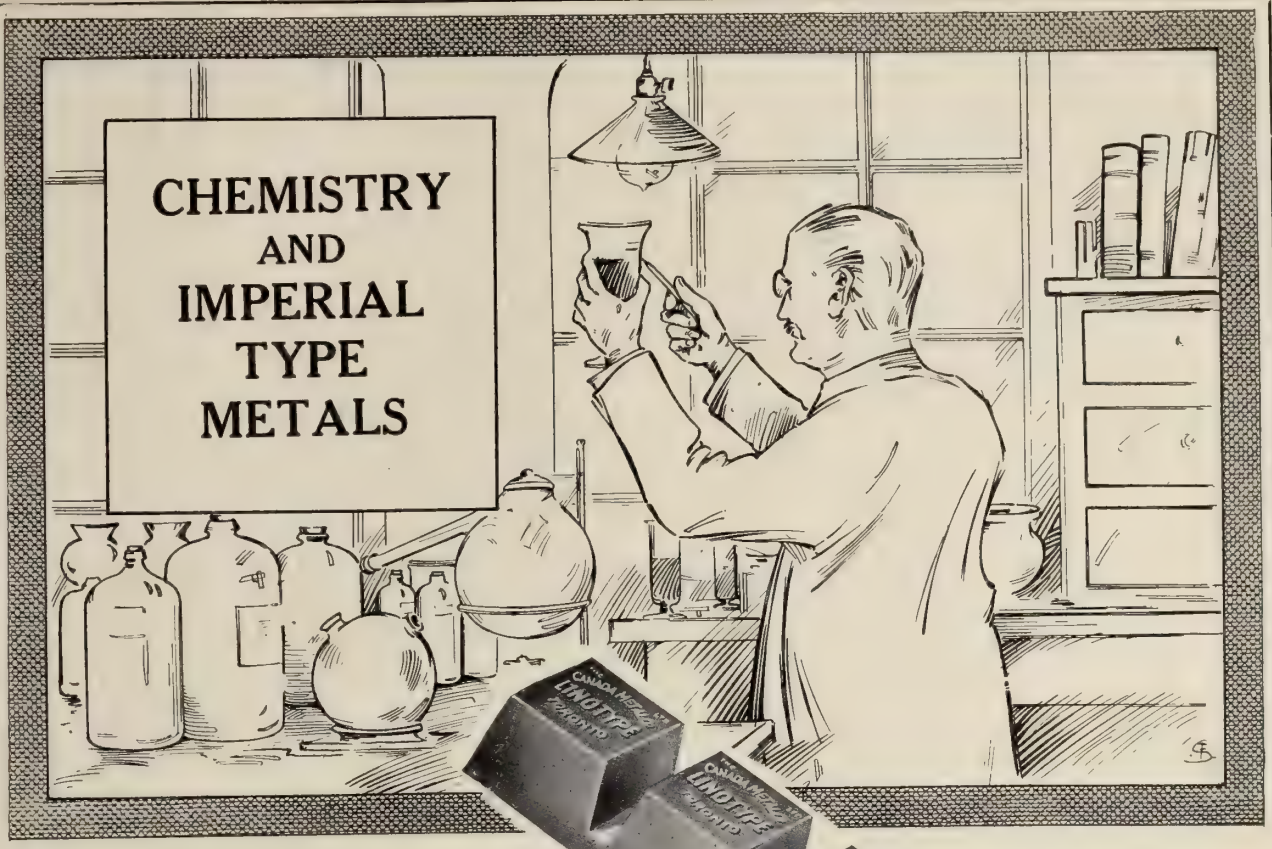

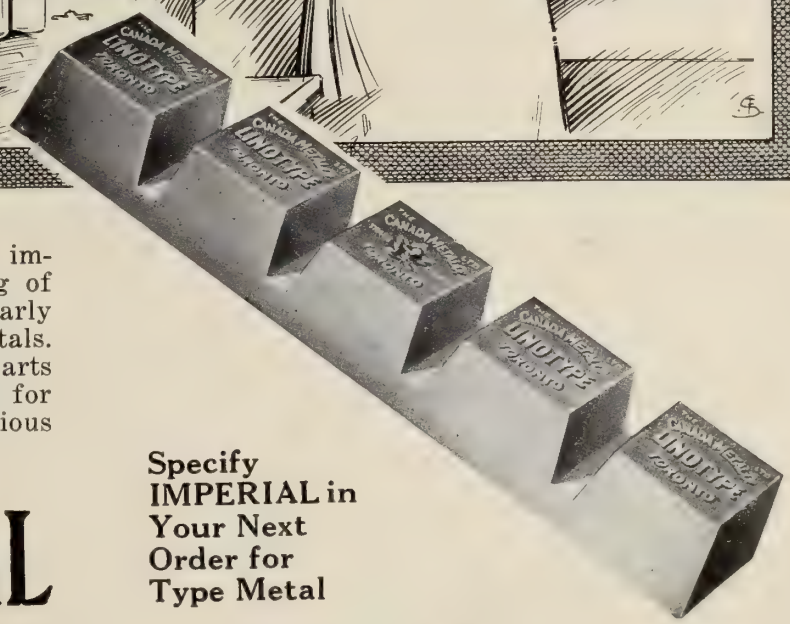

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Other Big Features

"A Party in the Making." By J. K. Munro. Illustrated by William Casey. An article on the political situation, giving a great deal of inside information with reference to recent developments at Ottawa.

"Solving the Problem of the Arctic." By Vilhjalmur Stefansson. The fifth instalment of his story of the five years' explorations that he conducted for the Dominion of Canada.

"The Unspoiled Country." By Harold C. Lowrey. A descriptive article of a part of Canada which is little known to Canadians generally, Temagami.

"Petite Simunde." By Arthur Beverley Baxter. Illustrated by E. J. Dinsmore. A charming romance of the war. The author will be remembered favorably for his "Mr. Craighouse of New York, Satirist."

"The Seven Blue Doves." By W. A. Fraser. Illustrated by Charles L. Wrenn. The fifth of the Bulldog Carney series and in some respects the best. It is a mystery story.

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The Month's Vital Question

Turn to page 34, August MACLEAN'S, and you will find timely and interesting information regarding the High Cost of Living—a problem of large proportions.

The Review of Reviews

Here are a few of the articles chosen as the best published during the past month in all magazines:—Britain Winning Supremacy of the Air; Has Japan Two Governments?; Kaiser Employed Famous Beauties; The New Triple Alliance; Mammoth Animals in Alberta.

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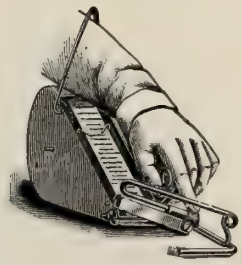

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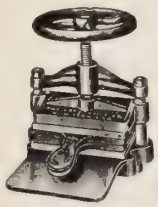

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The Best Slugs are made from Hoyt's Faultless Linotype Metal. Make sure of the Best.

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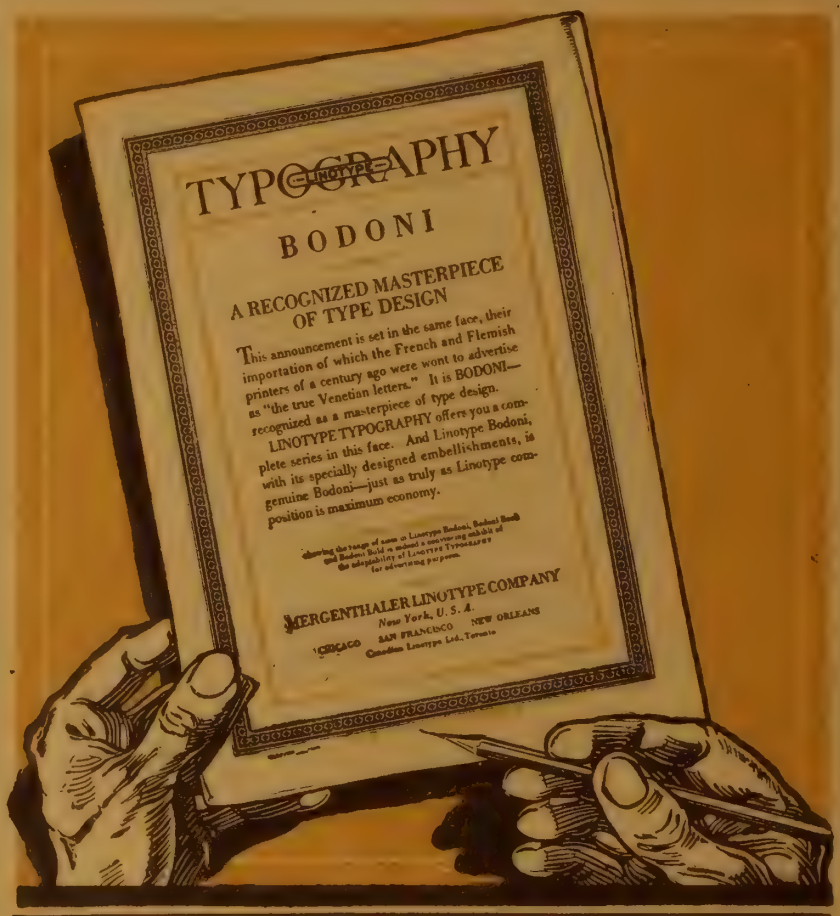

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PRINTER & PUBLISHER

for SEPTEMBER, 1919

PUBLISHED MONTHLY BY THE MACLEAN PUBLISHING CO., Limited, TORONTO
SUBSCRIPTION PRICE $2.00 PER YEAR

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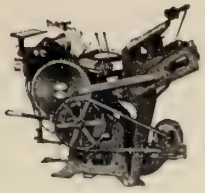

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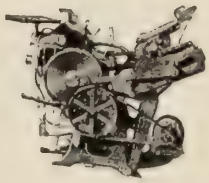

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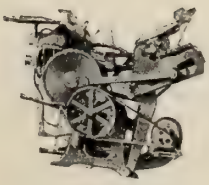
O. M. Alger ....Tweed, "
A. G. Bagley & Son ....Vancouver, B.C.
Barnhart Bros. & Spindler ....Vancouver, "
Nicholsons, Ltd. ....Vancouver, "
A. H. Timms ....Vancouver, "
"Tribune" ....Welland, Ont.
Seguin Bros. ....Windsor, "
Henderson Directories, Ltd. ....Winnipeg, Man.

Toronto Type Foundry Company, Limited

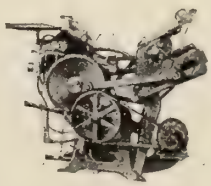
Corner York and Wellington Streets, Toronto



Branches;

201 Beaver Hall Hill
MONTREAL

175 McDermott Ave., E.
WINNIPEG



COLOR INKS

Embossing, Printing or Lithographing

POSTERS
LABELS
CARTONS
CATALOGUES
MAGAZINES
OR BOOKS

We Make a Specialty of Process Inks

Mail Us Your Orders

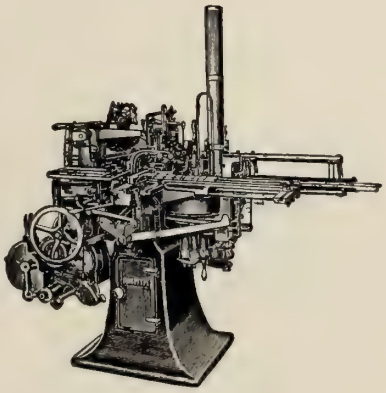
CANADA PRINTING INK CO., LTD.
15 DUNCAN STREET, TORONTO

You are paying

for the Monotype equipment that would make your plant efficient even though you may not have it

THIS IS
WHAT YOU
ARE PAYING

WHAT
ARE YOU
GETTING?



Every dollar you pay for extra work on intricate matter that would be as easy as plain matter if set on the Monotype.

Every dollar you pay in wages for corrections made on the machine which would be unnecessary with the Monotype.

Every dollar you pay for sawing slugs and fitting that would not be required if you used the Monotype.

Every dollar paid for distribution of used type which would go into the "hell box" in a Monotype shop.

Every dollar you are paying for foundry type and material which would be made on the Monotype if you had it.

Every dollar paid in wages for the time wasted in hunting and picking sorts. The Monotype supplies an abundance of type, leads, rule, slugs, and makes picking unnecessary.

Every dollar of profit lost by lack of facilities in the composing room for handling the big and special jobs.

All these would be saved by the Monotype. Unless you have the Monotype, you are paying for it without getting anything for your money.

LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

NEW YORK BOSTON CHICAGO TORONTO

Monotype Company of California, SAN FRANCISCO

242

This advertisement is composed in Monotype No. 150 Series and Monotype Rule

No. 1 Monitor Wire Stitcher

In Use Nearly 100% of the Time

WIRE stitching machines of small capacity are usually standing idle the greater part of the time. They are capable of handling only a certain type of work and in the absence of such work are a liability rather than an asset.

The No. 1 MONITOR Wire Stitcher with a capacity of from 2 sheets to ⅞″ is the biggest money-maker of any stitcher made.

We guarantee the machine to stitch the small pamphlet work with No. 30 wire at a speed of 150 R.P.M. just as well as any light limited capacity machine. You have the advantage of being able to stitch any book up to ⅞″ without change of parts. What reason is there for a machine of limited capacity?

We will prove this by placing a machine on trial.

Sold in Canada by

H. J. Logan 114 Adelaide Street West **Toronto**

LATHAM MACHINERY CO.
NEW YORK CHICAGO BOSTON

BROWN FOLDING MACHINES

THERE are more Brown Folding Machines sold in Canada to-day than all the other folding machines combined.

Why?

They do perfect work and run day in and day out without a break. Simple and sturdy in construction.

For folding magazines, periodicals, newspapers, circulars, timetables, catalogs, etc., there's no folder to equal the Brown for **satisfactory, efficient** and **economical** service.

Made by the Brown Folding Machine Co., Erie, Penn., and sold in Canada by

H. J. LOGAN 114 Adelaide Street West **TORONTO**

Bookbinders' and Printers' Machinery

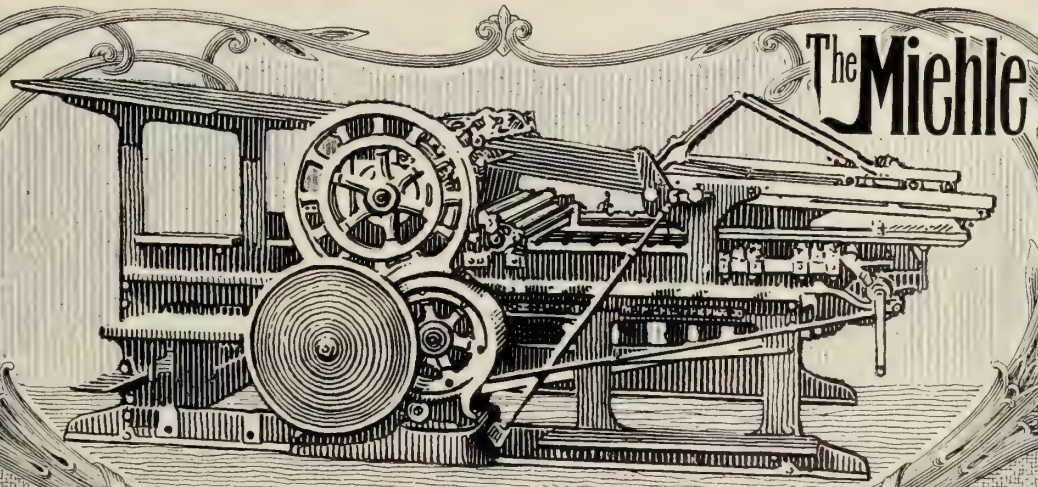
OBSOLESCENCE

OBSOLESCENCE is defined as the condition of gradually falling into disuse.

Applied to a printing press, it would mean that the machine was constantly lowering its productive capacity as compared with that of a standard up-to-date press.

Translated into financial terms, it would mean that its operation represented a constant loss of profit largely in excess of the carrying charges of a new press.

And when the new press is a Miehle, the maximum of profit is insured on account of its universally recognized superiority in economy, efficiency and durability.



MIEHLE PRINTING PRESS & MFG. CO.

Fourteenth and Robey Streets, Chicago

Distributers for Canada

TORONTO TYPE FOUNDRY CO., LIMITED

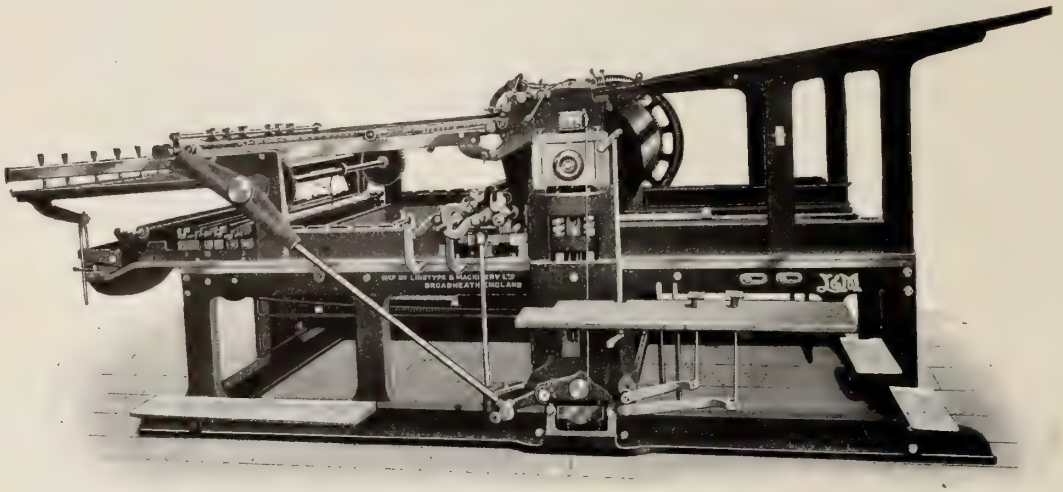
TORONTO MONTREAL WINNIPEG REGINA

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED.

The L&M Two-Revolution Press

This press is producing the highest grade of half-tone and color printing, as well as general magazine and catalog work.

It is correctly designed and is built of perfect material by skilled engineers. This press may therefore be run continuously year in and year out, and will continue to produce work of the best quality.



The L&M Two-Revolution Press

Amongst the features of this press are pneumatic buffers, automatic cylinder check (operating cylinder and ink supply at the same time from one pedal), and improved type-bed reversing mechanism. It is also fitted with improved printed-side-up rack delivery, jogging-up apparatus, circular cutter with dust box, cylinder brush, sight feed lubricators and locking-up bars.

BUILT IN SIX SIZES

	No. 000000.	No. 0000	No. 00.	No. 1.	No. 3.	No. 4.
TYPE BED	52¾" x 68"	49" x 62"	49" x 56"	43¼" x 53"	38¼" x 46"	31¼" x 41"
PAPER	46" x 66"	42" x 61"	42" x 55"	36" x 52"	32" x 45"	26" x 39½"
TYPE MATTER	4 x 64"	40" x 58"	40" x 52"	34½" x 49"	30" x 42"	24" x 37"
SPEED PER HOUR	1,600	1,700	1,800	2,000	2,200	2,400
MOTOR REQUIRED	6 H.P.	5 H.P.	5 H.P.	4 H.P.	4 H.P.	3 H.P.
OVERALL LENGTH and WIDTH	19' 2" x 10' 11¼"	17' 6" x 10' 2½"	17' 6" x 9' 8½"	15' 10" x 9' 3½"	14' 7" x 8' 8½"	12' 5½" x 8' 1"
OVERALL HEIGHT (FEED-BOARD UP)	9' 2¼"	8' 3½"	8' 3½"	7' 9¼"	7' 6½"	6' 11½"
FOUNDATION	15' 0" x 9' 5½"	13' 10" x 8' 8½"	13' 10" x 8' 2½"	12' 5" x 7' 10½"	11' 7½" x 7' 2¼"	10' 5½" x 6' 6⅛"
WEIGHT, NETT (approx.)	30,240 lb.	24,640 lb.	23,184 lb.	19,936 lb.	16,800 lb.	12,880 lb.
WEIGHT, GROSS, PACKED (approx.)	36,400 lb.	29,680 lb.	27,328 lb.	24,192 lb.	21,280 lb.	15,344 lb

The L&M Two-Revolution Press is manufactured by Linotype & Machinery Limited at their Broadheath Works, England. All communications relating to this machine should be addressed to

LINOTYPE & MACHINERY LIMITED

c.o. CANADIAN LINOTYPE LIMITED 68 TEMPERANCE STREET, TORONTO

THE METHODIST BOOK AND PUBLISHING HOUSE
ESTABLISHED 1829
SAMUEL W. FALLIS, BOOK STEWARD
WILLIAM BRIGGS, BOOK STEWARD EMERITUS
THE RYERSON PRESS
CABLE ADDRESS "GUARDIAN" TORONTO
TELEPHONE ADELAIDE 3710
CORNER QUEEN AND JOHN STS TORONTO, CANADA

August 20, 1919.

Messrs Linotype & Machinery Ltd.,
c/o Canadian Linotype Limited,
68 Temperance St,
Toronto, Ont.

Dear Sirs:-

Four years ago we purchased four 6 cipher Linotype and Machinery 2 Revolution Presses. They have been in constant operation since the date of purchase, giving us excellent satisfaction. We have had no breakage during the period, and the cost of upkeep has been phenomenally low. We are well satisfied with the presses.

Yours truly,

THE METHODIST BOOK AND PUBLISHING HOUSE,

Per. W. C. Kettlewell

THE GENERAL OFFICE.

An Economy Book Cloth

There has long been a demand for an inexpensive binding cloth for bank books, check books, school books and general binding work.

HOLLISTON
STERLING LINEN

The rich colorings and linen finish give the cloth a quality and character associated only with more expensive grades of book cloth.

STERLING LINEN is made in the plain finish only, in ten standard colors and black and white.

Large stock carried in our Toronto warehouse, also at mill, Norwood, Mass., and New York, so that we are well equipped to handle RUSH orders. Send for sample book and information.

The Wilson-Munroe Co., Limited
SOLE CANADIAN AGENTS
Toronto, Ontario

PRINTERS—PUBLISHERS!

Be Sure You are on Our List—Do Not
Miss One Single Copy of

"Quality and Service"

During the Year 1919-1920

Manufacturers to the TRADE ONLY

Be Sure to
Send Your Name
Now to

Our Fourth Year of Honest Effort to Serve Trade

TORONTO ENVELOPE CO., LIMITED

119 West Adelaide Street, TORONTO

WE CARRY A COMPLETE
STOCK OF

MADE-IN-CANADA
PAPERS

Prompt and Efficient Service

Our Stock Includes

Krypton Parchment
Superfine Linen Record
Royal Record
Bell Fast Bond and Ledger
Earnscliffe Linen Bond and Ledger
Tribune Bond
Colonial Bond
Genoa Bond
Welmade Ledger
Progress Bond

UNITED PAPER MILLS LIMITED

64 John Street North
HAMILTON
ONT.

66 Temperance Street
TORONTO
ONT.

PAPER CUTTERS

WIRE STITCHING MACHINES

Perforators, Ruling Machines, Folding Machines, Feeding Machines, Embossing Machines, Etc.

Bookbinders' tools and supplies always in stock. We can supply all your requirements and assure you satisfaction

THE J. L. MORRISON CO., TORONTO

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber For

Sulphite and Manilla Tag
Sulphite and Manilla Envelope
and Tympan Manilla

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

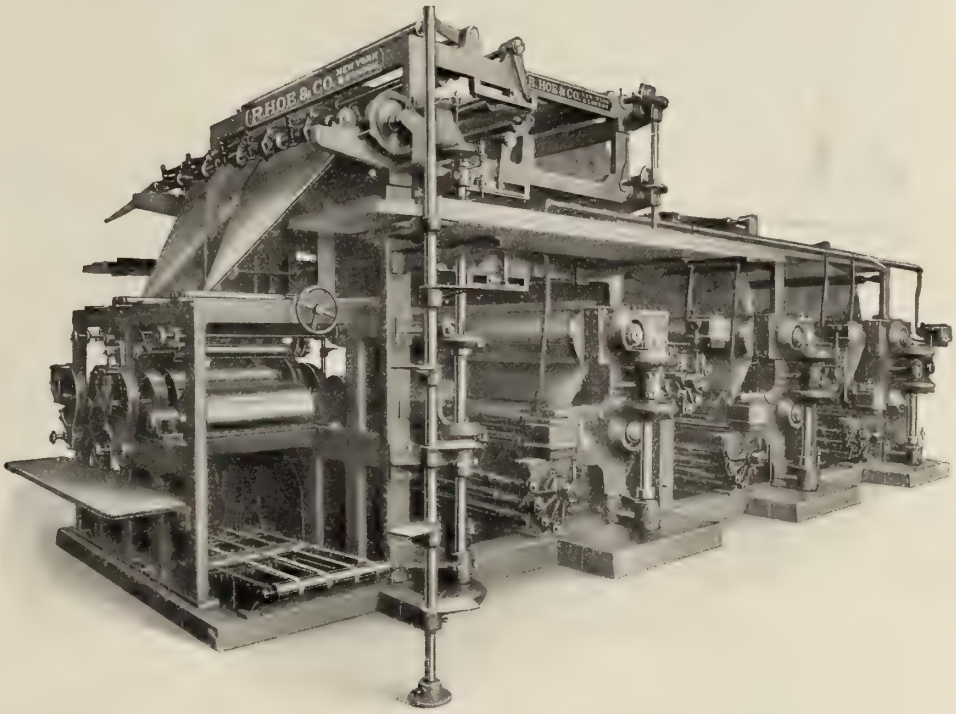
TORONTO, CANADA

Net Output is What Counts

In these times of high costs and heavy operating expenses, economy and efficiency are the prime requisites of success.

Hoe presses give the maximum net output and combine quality with quantity of product, thus relieving the publisher of pressroom worries and insuring the highest efficiency and greatest economy in newspaper production.

Hoe New Model Superspeed Low-Type Unit Press



The Speediest and Most Efficient Newspaper Press Made

Running Speed as a Sextuple:

80,000 or more papers per hour of 4 to 12 pages.
40,000 or more papers per hour of 14 to 24 pages.
20,000 or more papers per hour of 28 to 48 pages.

New and Distinctive Features

Improved Ink Distribution and Patented Ink Pumps, Doing Away with Ink Fountains and Ductor Rollers; New Design Plate and Impression Cylinders with Special Bearings, Reducing Operating Power to the Minimum; Cylinder and Main Gearing of New and Special Construction; Independent Vertical Driving Shafts for each Printing Unit; Improved Folder Drive; also the Hoe Rotating-Blade High-Speed Folding Mechanism, Quick-Acting Plate Clamps, Locking Roller Sockets and other Hoe Patented Improvements.

All Parts Readily Accessible From Floor; Extra Heavy and Rigid Construction Throughout.

R. HOE & CO.

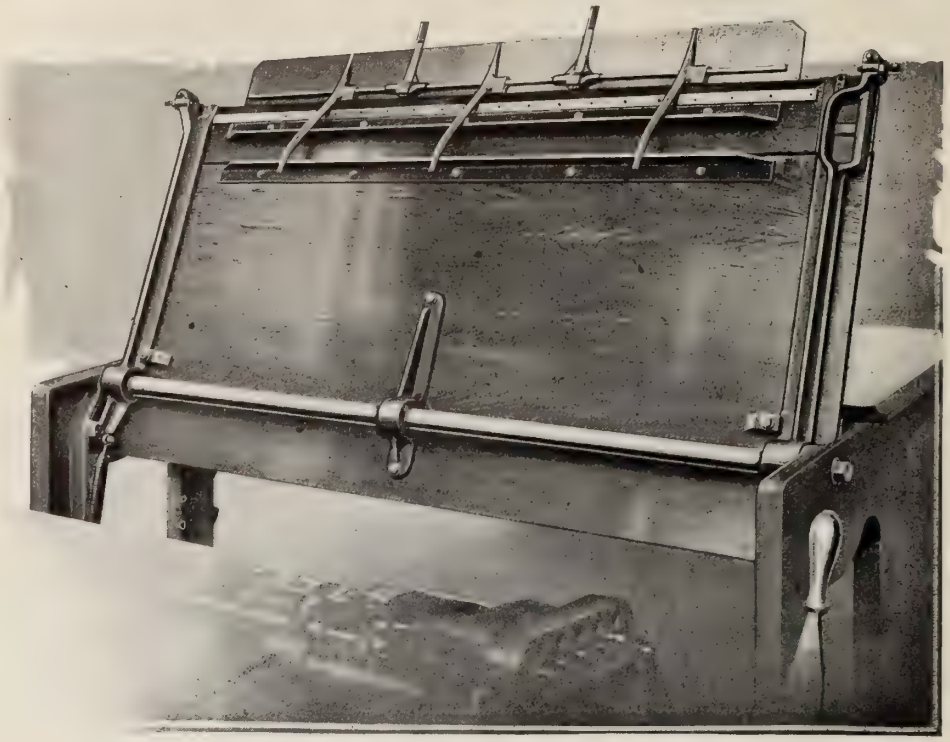
504-520 GRAND STREET NEW YORK

CHICAGO, ILL.
44-546 South Clark Street

BOSTON, MASS.
7 Water Street

LONDON, S.E., ENG.
109-112 Borough Road.

BABCOCK



Another Point of Superiority in Our Universally Equipped Babcock "Optimus"

Imperfect register may often be traced to faulty feed board construction.

The front section of the "OPTIMUS" feed board is made of tempered and ground saw steel, always straight, and strong enough to prevent vibration. It is rigidly supported on brackets on the frame of the press, and is *independent of the gripper stand.*

There is no chance for variation, either up, down, or crosswise. The feeder cannot change this condition by leaning against the feed board while feeding.

MOST IMPORTANT OF ALL, the front, or guide section, of the "OPTIMUS" feed board is absolutely independent of the main body of the board, and is not affected by climatic conditions or weight of paper.

The front leaf hinges on a substantial shaft extending across the press between the feed table brackets.

The feed tongues can be quickly adjusted *without lifting the board.* Card curlers, easily attached, are a part of the regular equipment. The side guide is adjustable the entire width of the board,

Like every feature of our Universal Equipment, the feed board is an important factor in making the "OPTIMUS" the most economically operated two revolution press in the world.

Our Best Advertisements are Not Printed,—THEY PRINT!

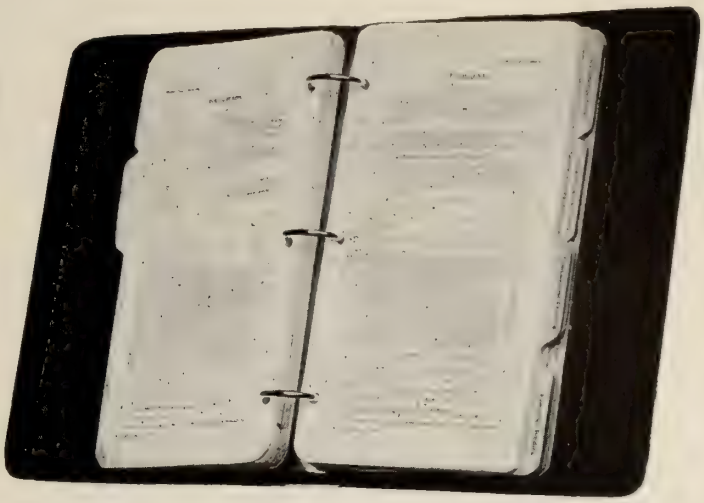
THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONNECTICUT - - - NEW YORK OFFICE, 38 PARK ROW

BARNHART BROS. & SPINDLER, GENERAL WESTERN AGENTS, CHICAGO, ST. LOUIS, DALLAS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE.
JOHN HADDON & COMPANY, AGENTS, LONDON, E. C.
MILLER & RICHARD, GENERAL AGENTS FOR CANADA: TORONTO, ONTARIO, WINNIPEG, MANITOBA.

How shall the Printer logically determine the prices to be charged for his product?

How shall he instantly know all the elements which must enter into the making of quotations to his customer?



The Book of the Profits —An Institution

There are rigid and undeniable problems which every printer must consider. On their solution depends---either profit or loss.

The *Standard* Price List is the bed-rock foundation for building estimates and as such is the printer's most valuable asset in holding the confidence of his customers.

This book is authoritative, accurate and dependable, compiled from records of costs and production of hundreds of printers throughout the United States. Published in loose leaf form, with a flexible, imitation leather cover, to admit additions and revisions, including these sections:

UNITED TYPOTHETAE OF AMERICA

Mark Well the Mark

GENERAL PRINTING	MISCELLANEOUS SCALES
BOOK WORK	BLANK BOOKS and RULING
COMMERCIAL PRINTING	ELECTROTYPING
PAMPHLET BINDING	GENERAL INFORMATION

STANDARD COST FINDING SYSTEM TREATISE

Each section covers its subject clearly and definitely, giving correct schedules of selling prices, insuring a just and legitimate profit.

There is no more dependable guide for quoting on the printer's product than the U.T.A. *Standard* Price List. Already 5,000 copies have been sold. Want to know more about it for your own benefit? Write

UNITED TYPOTHETAE OF AMERICA

INTERNATIONAL ASSOCIATION OF MASTER PRINTERS

"Not Conducted for Profit"

608 South Dearborn Street, Chicago, Illinois

Superior in Their Fields

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

* * *

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

* * *

The POTTER OFFSET

* * *

The POTTER TIN PRINTING PRESS

Every mechanical device that will promote the production of the finest printing in the greatest quantity at the lowest productive cost is incorporated in these presses.

Every printer should know about them.

PREMIER & POTTER PRINTING PRESS CO., Inc.
SUCCEEDING THE WHITLOCK AND POTTER COMPANIES
1102 Aeolian Bldg., 33 West 42nd Street
NEW YORK

Canada West:
MANTON BROS.
105 Elizabeth St.
Toronto, Ont.

Canada East:
GEO. M. STEWART
92 McGill Street
Montreal P.Q.

Maritime Provinces:
PRINTERS SUPPLIES LTD.
27 Bedford Row
Halifax, N.S.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

On Press Day They Talk of Many Things

And This Year Was No Exception

PRESS Day at the Toronto Exhibition is a great chance for a gathering of kindred souls. The rural fall fair gives people a chance to speak together of hay and oats and billy goats. Likewise, Press Day at the National Exhibition brings forth shadows and ghosts of 12 point cases, sale bills, voters' lists, transient and local rates, and what not.

This year was no exception, but there was one new topic in the air. It was not very long after the usual handshake and few stock questions, before member whispered to member: "How much voters' list have you been getting?" And the quantity was hardly second in consideration to the price, about which there seems to be some uncertainty. In many cases the price has not been fixed, but it is expected that it will run between 8 and 12 cents. Some of the offices in the larger centres have done well on this work, several of them having kept their plant running almost night and day for the past two weeks or so. They all agree that it is nice work, the composition being easy and no justifications or rules being used.

Some of the printers in the smaller centres appear to have been left out in the distribution of the copy. The county authorities who were handling the copy claimed they wanted to centralize the work as much as possible, and so the going was either very good or very bad in these few districts.

But business is apparently good all over the province. Job work in general has been plentiful. There appears to be more demand for printing, whether from the more frequent holding of social and public functions in connection with war and post-war causes we do not know. Publishers from nearly every centre, when asked by PRINTER & PUBLISHER about the general volume of business going through their shops, expressed themselves as well pleased with the work.

The Work of the C.P.A.

It was not infrequently that the question was asked: "How about the reorganization of the C.P.A." The meeting this fall is going to be an interesting one. There can be no doubt of that. Just when it will be held has not yet been announced. It depends largely on what the Ontario Government announces in regard to the holding of the election. It is not likely that the newspaper fraternity, of this province at least, will want to lay business aside entirely while an election is on. So when the Ontario powers that be tell when they are going to appeal to the people, the C.P.A. will probably follow up by announcing when the postponed annual meeting will be held. It will likely be about the middle of October, but there is nothing definite about it.

The weekly men, of whom there were quite a number present, are much interested in the proposed reorganization of the association, as set forth by Mr. Jennings of Edmonton. One of the members outlined his ideas to a group in front of the Press Building. Here is the gist of what he had to say, and it seemed to meet with the approval of those who heard it:

"The thing that the weekly press of the Dominion need most of all is to get together first by districts. The county organization has been the greatest and best thing that ever happened for the business in general. I know how it worked out in our own section. We organized there, and got all the publishers in the country together. We went very carefully into the figures of what our work was costing and what we were getting for it. In many cases we were a bit surprised at the prices that we were getting. The advantage of the men in a district getting together is very plain. We found that in several cases we had been unnecessarily afraid of, and had not known each other. In my own case, I had often put in a figure on jobs that were out of town and in the direction of the next place. The chap there told me he had wondered why I was putting in such low bids, as the figures he was quoting were quite a bit in advance of those I put in. I was under the impression then that the way for me to extend my business in that direction was to cut prices and pull trade. It had not dawned on me that my best policy was to spend some of my time making sure that the work I had right in my own district was paying me. Well, we all got to know each other better. We got to appreciate the problems and troubles that each publisher had, and it was not long before a "sharp" trick on another printing house in our district would have been regarded as being wounded in the house of a friend. We have had one meeting, and we will have another shortly, to finish the drawing up of a new rate card. Not only that, but we are recognized now as an association, so much so that the county officials simply hand their printing each year to the Association. We divide it, and the result is that the work is done more quickly. There is no throat cutting to grab it all and then wonder how it can be farmed out to get it finished. We all get a fair share at a fair price, and it is better all around.

The Need of the Weekly

"Now, to my mind, that is where the weekly association must work from and through. We need more than anything else a field secretary to get out and get the counties or districts together. This business of running down to Toronto for a couple of days each year and expecting to get results from that is no good. Now that we have our own county association in good shape I look upon the Toronto trip as a bit of recreation for the purpose of meeting the other publishers. The work of keeping up the county association is up to the publishers most concerned. It is a case where co-operation will bring success and the lack of co-operation will bring failure. One or two men in the district who are alive to the benefits of this system can do much, but they cannot do it all. They must all get in, and when they see what benefits there are they will all get in and stay in. Once the business is organized

by counties, or putting a couple of counties together in some cases, the work of linking these up to a central organization, such as the C.P.A. is comparatively easy. But, believe me, the best method is to do the work by counties first."

He Asks a Real Question

"Why is it that the big advertisers use the daily papers?" was the question that B. McGuire, of Orangeville, had for PRINTER & PUBLISHER. "I noticed in your last issue that several large campaigns were on, but that copy was being furnished only to the daily papers."

Several weekly men volunteered the opinion that it was because the national advertiser was not yet sold on the weekly paper's values, and that it was up to the weekly men themselves to overcome this defect. They agreed that they should have an organization that was working along these lines in a definite way.

"I know how space is solicited when a large paper goes to tell an advertiser how his paper covers the district in which I am situated. He sails in and tells the big advertiser: 'There is no need of bothering with all the local papers in the country. Our circulation is national. We cover the ground all through the district. Here are our figures. We put two hundred papers in this little place, and in this post office we have a list of four hundred,' and so on. At the same time I have a list three times as big at each of these points. The big advertiser imagines that by using the larger papers he is covering the ground thoroughly, and therefore, will not bother with the weeklies. He is doing no such thing, and I imagine it is largely up to the weeklies themeslves to get out and sell the value of their paper for an intensive advertising campaign."

At the Luncheon

At noon on Press Day the Directors' lunch was well attended. There is nothing unusual about that. It does not require much coaxing to get a body of hungry men to approach fearlessly a good chicken and smoke dinner. However, the after-dinner speaking was of a good order. President W. J. Taylor of Woodstock, made an appeal on behalf of the next Government loan, pointing out the good work that had been done in previous years by the press.

Press Day has become a permanent annual festival amongst the newspaper men of the Province, and were it not for the peculiar geography of Canada, and long distances West and East, it would become an annual festival for the newspapermen of the entire Dominion. The speaker referred to the changed conditions between to-day and press day a year ago.

"While the despatches a year ago to-day told us that the German retreat was a disaster, and told us of the triumphant march of the British and French toward Cambrai, St. Quentin, and Lefer, and this march marked the end of a great adventure, little did we think, however, on Aug. 29th, 1919, that the war would be over and almost a mere matter of memory. With the exception of a few thousand the boys are all home, many back in civil life, munitions plants dismantled, hospitals closing from time to time."

The press has been, he said, one of the main factors in the winning of the war. Lloyd George recognized this when he had a law passed exempting the newspaper men of Great Britain from service. According to a statement made by an editor of the Glasgow *Herald*, few, if any, of the newspaper men of the country hid behind the law.

During the four years of the war in Canada and since the signing of the armistice the press of the Dominion had been unselfish and generous in the extreme. Every cause connected with the war had been given as most generous support as possible for any institution to give and the press of the Dominion is one of the institutions against which no charge of profiteering has ever been laid.

"I think I can promise that so long as the National Exhibition is in the hands of the same men who have guided its destinies in the past it may continue to count on the fullest measure of co-operation in this Province," he said.

Responsibility Not Over

"Now that the war is over the responsibility of the press in regard to war problems does not cease. Business must go on as usual, our debts must be paid, ships must be built, railroads must be improved, soldiers must be reestablished in civil life and the wounded must be cared for. Credit must be given to Great Britain and France for the purchase of Canadian products of the farm, mine and forest, and in order to do this, the people of Canada have to lend again to the nation."

Sir John Willison gave the press something to think about. "There is no finer chapter in the history of the press in Canada than that which covers the four years of war," said Sir John, "and it is not too much to say," he added, "that without a sympathetic and patriotic press it would be difficult for any democracy to carry on a great war, even in defence of its own liberties."

After detailing the increase in the expenditure and debt of the Dominion, Sir John said that the situation in Canada was similar to that of the United States, described by President Wilson as more likely to affect happiness and prosperity than the war itself. If they failed to mobilize their brain power and consciences for reconstruction it would mean national disaster. Old issues of five years ago had no relation to the present situation.

Sir John said that he had no sympathy with the profiteers, and did not believe that profiteering had been general in Canada. He had no confidence in commissions, and added:

"But the truth is that since we have heavier obligations to meet than ever before we cannot escape the logical consequence and that is that we must work harder and spend less than we ever did before. The truth is, however, that in too many cases we are working less and spending more than we ever did before and attempting by impossible regulations and indiscriminate denunciation to heal a situation which cannot be healed by such methods.

"I am not suggesting wages are too high or too low. I am not arguing for or against public regulation of prices, although I believe that generally such regulations will be vexatious and ineffective. I am contending that there is still validity in the old law of supply and demand and that if you withdraw millions of people from productive pursuits the cost of everything must increase and that high wages and high prices on farm products means, naturally and inevitably, proportionate increase in the cost of living.

"We exaggerate, I am certain, the effects of industrial combinations upon prices. Big business is good business unless there is improper combination to raise and maintain prices. I am disposed to think that it would be wise to recognize industrial combinations subject to some such authority as the Railway Commission exercises over transportation, and as perhaps the new Court of Commerce might exercise over industry. But organization for proper objects is not a crime but the legitimate end of business, and laws which punish efficiency retard industrial progress and mean less production of inferior quality at higher prices. Generally, indeed, I believe that Canadian business is safest in the hands of Canadian business men, and that just in degree as Governments stand aside and refuse to meddle unless where the public interest is clearly in danger, the better for the workers, the better for the industries and the better for the nation."

YOU ALL KNOW THEM

J. J. McLaren, of Barrie, was busy explaining how to make fish crawl over the side of the boat and die at your feet. Understood that he had the photo of a fish taken this year.

W. J. Fleuty, of Oakville, was the proud possessor of a son at the fair this year. Not a new one, but the lad that had been over in France for the last four press days.

When Messrs. McGuire, of Orangeville, and Edy, of St. Marys, met at the Press Building on press day, the famous Orangeville-St. Marys lacrosse games were played all over again. The 12 point case and the summer rollers simply passed into the background for the day, and stayed there.

Mr. J. F. MacKay, formerly of the *Globe*, was on hand, just as though he had not deserted the ranks. He may be a maker of motor cars, but it's a great and glorious sen-

sation to come back into the fold of legitimate uplift, if only for a day.

Bill Reeves, from the Brantford *Expositor*, was trying to persuade Ernie Reynolds, from Gravenhurst, that his ten years' service on the *Expositor* qualified him to rank as an old-timer. Pshaw! There's Scotty on the *Expositor*. He's been chasing the last form of the daily down the hoist there since away back in the sixties. And Charley Grierson was around the premises when they were calling for volunteers to fight the Indians in 1885.

"Andy" Clark left London to come back to the Toronto *Globe*. He sold his house in Middlesex, and learns that it has been since re-sold at an advance of $700. Now what can be done to pry loose that $700 for "Andy?"

Mr. Wright of Mt. Forest, carried off the contest for the longest name. "The Mt. Forest *Confederate and Representative*" is quite a lung full. Brer Wright ought to put that title in vise some slack day and rub it down a bit.

The register at the Fair on Press Day showed the following: W. B. Burgoyne, St. Catharines *Standard;* William Panton, Milton *Champion;* J. C. Templin, *News-Record*, Fergus; J. H. Given, The *Reporter*, Millbrook; E. S. Brennan, *Leader*, Sterling; F. S. Utley, Acton Publishing Co., Toronto; H. D. Davis, *Advocate*, Mitchell; B. McGuire, *Banner*, Orangeville; A. Messor, St. John's *News*, St. John's, Que.; R. White, *Reformer*, Milton; W. C. Walls, *Examiner*, Barrie; H. C. Uttley, Toronto; L. B. Birdsall, *Times-Journal*, St. Thomas; W. L. Craig, *Star and Vidette*, Grand Valley, Ont.; F. F. McMahon, The *Liberal*, Richmond Hill; John Murkar, *News*, Pickering; W. J. Fleuty, *Record*, Oakville; S. L. Rees, *La Presse*, Montreal; I. N. Freeman, *Review*, Madoc; C. R. Watson, *Review*, Madoc; F. C. Madill, *Tribune*, Stouffville; J. W. Southcote, *Times*, Exeter; J. O. Herrity, The *Ontario*, Belleville; R. H. Davey, *Advocate*, Cayuga; E. E. Reynolds, The *Banner*, Gravenhurst; A. R. Kennedy, *Printer and Publisher*, Toronto; J. G. Elliot, The *Whig*, Kingston; F. M. Chapman, *Farmers' Magazine*, Toronto; J. P. Jaffray, *Reporter*, Galt; A. C. Crews, *Onward*, Toronto; W. D. Reeves, *Expositor*, Brantford; A. E. Bradwin, *Watchman*, Arnprior; C. E. Smalley, *Examiner*, Peterboro, C. S. Thompson, *Canadian Horticultural*, Peterboro; Mrs. I. M. Cave, Beaverton *Express*, Beaverton; J. H. Ross, The *Press*, Winchester; W. A. James, *Statesman*, Bowmanville; W. S. B. James, The *News*, Bowmanville; F. H. Dobbin, *Review*, Peterboro; J. S. Carter, *Star*, Creemore; A. W. Wright, *Confederate and Representative*, Mount Forest; E. A. Harris, *Gazette*, Burlington; A. S. Thurston, *Farmers' Sun*, Toronto; H. P. Moore, *Free Press*, Acton; G. A. Dills, *Free Press*, Acton; R. A. Semple, *Sentinel*, Tottenham; J. B. Smith, *Free Press*, London; M. M. Hood, *British Whig*, Kingston; H. Auger, *Mail and Empire*, Toronto; J. L. Davis, *Le Soleil*, Quebec; F. M. Alexander and James Caldwell, *Canadian Grocer*, Toronto; J. R. McIntyre, *Herald*, Dundalk; John Eedy, The *Journal*, St. Marys; James McLaren, *Examiner*, Barrie; L. A. Eedy, *Telescope*, Walkerton; C. W. Rutledge, *Standard*, Markdale; M. O. Hammond, *Globe*, Toronto; W. Irwin, *Chronicle*, Durham; Henry J. Foster, *Reporter*, Galt; C. G. Brant, *Electrical News*, Toronto; C. O. Edwards, *Contract Record*, Toronto: Edgar J. Guy, *Free Press*, London; J. N. Perault, *La Patrie*, Montreal; A. B. Kerr, MacLean Pub. Company, Toronto; F. J. Malloy, *Tribune*, Stouffville.

The Kingston *Standard* has changed from a seven to eight column paper.

Lethbridge *Herald* gets a full page out of a group of merchants, welcoming outside trade to the city, and pointing out some of the spots of interest that are worth a visit.

Readers Should Be Marked

THERE is a practice that is becoming quite too common among some of the larger papers, viz., running paid-for readers without any distinguishing marks. It would not be a hard matter for the average reader, not familiar with the way of doing things in newspapers, to wonder why the paper should go out of its way to give such publicity to a certain line of business.

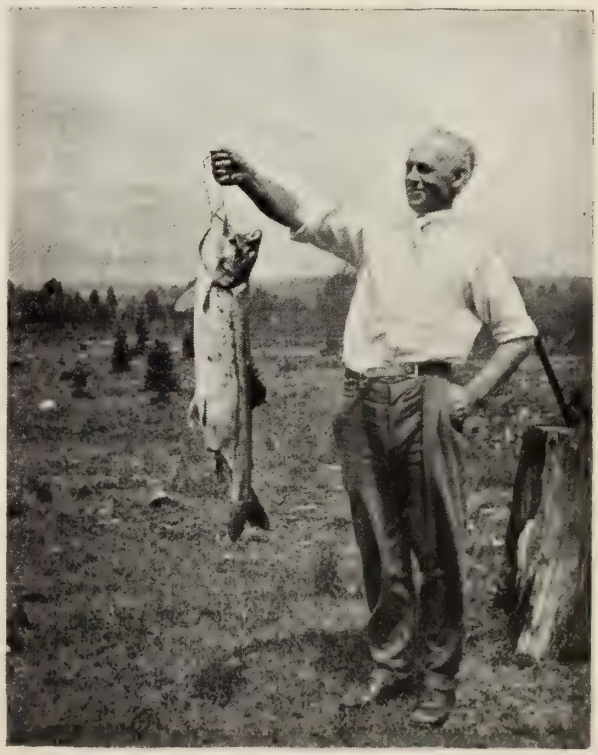
If the papers are not getting paid for many of these readers that appear, then it is high time for some good missionary to speak to them on the value of white space, a thing hardly necessary or possible.

Office rules and practice should make it necessary and obligatory that advertising marks should be placed on all these readers. Many of them are such palpable puffs for the line under question that no one will be deceived. The word "Advertisement" on top or bottom relieves the paper of much of the responsibility for all the nice and flattering things that are poured and dumped over the merits of the article in question.

Scotch Globe Bowling

Few recreative or sporting features developed by newspapers acquired the permanent popularity of "The *Globe* Scotch Doubles," a lawn bowling tournament inaugurated by the Toronto *Globe* fourteen years ago which draws together the cream of the bowling fraternity of Canada during the first week in September each year.

Valuable prizes are given. A bull sea lion 18-inch club bag, and four pairs of silver mounted bowls, engraved with the names of the winners, go to each member of the victorious pair, and four ivory mounted bowls, also engraved, to each of the runners-up. The tournament has increased in popularity from year to year, the 1919 entry surpassing any previous year—250 of the best lawn bowlers in Canada taking part. The 1919 winners were: F. N. Allen and F. L. Willgoose, London, Ontario, Thistles, with R. S. Fleming and Dr. Gowland, of Milton, Ontario, runners-up.



Well, Here's the Proof of It!

J. J. McLaren, of the Barrie *Examiner*, went fishing this summer. Prosperous publisher that he is, he turned trouble over to his substantial partner in fortune, Walls, and located for the post-mosquito season in Algonquin Park, pitching his tent at Canoe Lake. Wise man that he is, immediately on catching this 17½-pound fish, he had his photo took, thus sparing himself many long hours of explanation later on. If Mr. McLaren cannot become mayor of Barrie on top of such a picture then the town is slow to recognize real genius even in the holiday season.

Breaking Into Print a Serious Business

By One Who Has Tried It Out.

REPEATED doses of pictures in magazines showing the authors of mediocre books revelling in their palatial homes or driving their ten-thousand-dollar cars aroused a spirit of emulation, not to say envy, in the breast of the present deponent.

Having done some literary work of a specialized kind, and furthermore, having a rich store of experience gathered in the highways and by-ways of the globe, the idea occurred of capitalizing this experience. Here, methought, is the broad avenue that leads to best sellers and seven-passenger touring cars. The bright thought was propounded to my immediate family, and as said family was of the unanimous opinion that I had unlimited talent to bring to bear on the business, immediate action was resolved on.

The first thing necessary, of course, was a plot. Plots I had a-plenty, but then the question arose as to which of the magazines should have the first chance of publishing the story. Finally, a certain magazine which caters to the virile, red-blooded type of reader, was decided on, and a plot picked out which would appeal to that particular class. Nothing remained but to sit down and write.

In the work I had done previously, I had been entirely in the realm of hard, practical facts which entirely absolves me of any suspicion of being a newspaper reporter. This thing I had entered on called for a foundation of fact, supporting a superstructure of fancy. The foundation of fact was necessary owing to total inability to evolve a plot from my imagination, but given the foundation, the superstructure was easy.

Well, the masterpiece was finally achieved and submitted to the family for criticism. It passed this ordeal fairly well, but feeling that it was not quite in shape, some slight modifications were decided on by the author. When I got through it was quite a different story. However, I borrowed $4 from a friend and hired a typewriter and spent the evening hours for a couple of weeks laboriously tapping out the words which had flown so freely from my pencil. Then came the day when, with high hopes, it was sent to dazzle the vision of a blasé editor. Strange to say, after three weeks of agonized suspense it was returned. Thrice it met a like fate, and I was forced to the conclusion that genius could not succeed of itself. There must be a boost. Now, I remembered that to get an engagement on the stage the neophyte enlisted the services of a dramatic agency. Why not a publishers' agency? Brilliant thought! Looking through the ad. pages of some of the leading magazines, I discovered the very thing. An agency which undertook to place MSS. in the hands of those who needed them and would pay good prices for them.

Once more the child of my brain and inexperience was packed in an envelope, sealed, stamped and started on the way to success. Three days later the kind-hearted agents wrote and informed me that they had read the MSS. and in their opinion it was good, and could be sold. It was not in good shape to submit to publishers as it was but if agreeable they would revise and re-type it, bearing half the cost, and half to be furnished by me. They would then submit it to publishers who would make an offer direct to me, the agent's commission to be 10 per cent. of my first year's royalties. They reserved the right to have sixty days in which to place it.

This looked good, and I sent a cheque to cover the revising and re-typing and nearly fell out with my wife as to the disposition of the royalties. I wanted a car, and she a house. However, we decided to await a definite offer and concluded a truce.

Nothing was heard for about one month, and then the postman shoved something through the letter box that fell on the floor with a dull, sickening thud. I had grown to recognize that sound and hardly needed to look at the large, thick envelope to know what it was. Gloom in large chunks was present in the home. At last I found courage to open the cussed thing, and found a letter which restored a measure of joy to the humble cot. This was merely a carbon copy of the revised MSS. which was now under consideration by several publishers. I looked through the revised MSS. and found the revision consisted chiefly of taking good English words and spelling them a new way. However, I put this down as being necessary to meet the taste of United States readers, and settled down to wait for the publisher's offers. They didn't come.

About the end of the time limit I received an apologetic note from the agents, deploring their non-success. They informed me that none but the best known authors could sell their stuff nowadays, but as a last resort they had sent my MSS. to a firm who would write me shortly. Again business of waiting.

Then came the offer from the firm of philanthropists who have only one object in life. That is to help the unknown author. Their letter put new life into me, which alas, was extinguished when I read the contract submitted.

The letter said they were publishing a volume of short stories, about 10 or 12 in the book. They would like to include mine in it, and after 500 copies had been sold, would pay royalties. These were to be 60 per cent. of the profits of the book divided between the authors of the stories, which would be 5 per cent. to 6 per cent. for each author. They would expect me to buy a few copies at $1, the retail price being $1.50. I thought by this they meant about a dozen copies, and would probably have sunk another $12, if someone would have loaned it to me. When I looked over the contract I found to my unspeakable surprise that the kind publishers wished me to contract for 225 copies at $1 each, in five equal lots of 45, at two weekly periods. Why the agony should be spread out I could not ascertain.

I wrote and informed the good people that any time I wanted to see my name in print I could hit a policeman and get a whole paragraph for about $10, with a much wider circulation than by their method. I have another story awaiting publication, but the cost of authorship is at present so high I shall have to wait for less strenuous times. In the meantime I would ask the public to be patient. Some day I may find a publisher who is willing to take a chance.

The Typothetæ Gathering

According to men who have been in touch with the progressive activities of the United Typotheae of America over the last quarter of a century, the forthcoming convention in New York City, at the Hotel Commodore, September 15th, 16th and 17th, will be the most important meeting in the organization's history.

There will be a gathering of representative printers from throughout the United States. Not only will they meet to interchange experience and opinion, but their assembly will be in the nature of a personal culmination of the national advertising campaign which has accomplished marvellous results of a four-fold nature:

1. It has created broader interest among business men, in the use of Direct Advertising.
2. The national advertising and supplementary follow-up work has influenced many firms to give direct advertising a larger responsibility in their promotion program.
3. It has helped to focus attention on the business precepts, the unusually high standards of practice and the modern methods of the U. T. A. printer.
4. It has helped to inspire the interest of printers not members of the U. T. A., to the end that they have applied for membership.

Using The Contest Tonic on Circulation

Many Papers are Trying It Out.

NOT many months ago PRINTER AND PUBLISHER secured the opinions of a number of well-known publishers in regard to the advisability of putting on circulation by means of special contests, premiums, voting, etc. The consensus of opinion seemed to be that such was not a good way to do business. Turning out a good paper and personal canvassing seemed to be the method approved in nearly every case, and if there were any extra money to spend, it should be spent on improving the paper.

But there is a feeling in many quarters that the circulation contest is a good thing. A paper may be suffering from several things. A good man may get hold of an old proposition that has been allowed to run down at the heels, and he may find the process of building it up too slow to appeal to his sense of good business. What is he to do? He can turn out a good paper, but it is going to take him a long time to cover his territory thoroughly.

What then? He turns to the circulation specialist, the man who has studied the business and who has run successful contests, and he places the case before him. If the contest manager is an honest chap, and many of them are—although some are not—he will place the case straight before the publisher. He will tell him exactly what the circulation contest will do for him. It will bring his paper for the first time into many homes under rather unfavorable circumstances. There will be many who will buy the paper, not because they want it, but because some friend, or a friend of their friend's friend, held them up and got them to "come across" to help out a certain candidate. Then there is the appeal to the loyalty of certain sections to keep their candidate well to the front of the race. It is a fact that there is a certain amount of this circulation that is viewed in the light of "well, here you are for a year or two years, as the case may be, and we will have to put up with you, but when your time is up out you go."

Now, let the publisher face the situation. He may as well face it, for he can never run a successful post-campaign series unless he takes all these things into consideration.

His big problem is to make his paper so good that the home that allowed it to come in under these exceptional circumstances will be sold to its merits before the subscription has expired.

Now, that is a clear-cut proposition to start on, and once the publisher has come that far he should be in good shape to go on and see the thing through.

A Recent Campaign

According to copies of the Yorkton *Enterprise*, which have just come to hand, that paper has closed a successful campaign, using a car for the first prize, and other gifts, and giving all the workers who failed to land prizes a ten per cent. commission on their work. The *Enterprise* now claims a net circulation of 3,000, having made a gain of 1,300 through the contest. That the paper is satisfied with the results would seem to be indicated from the following notice inserted over the name of "The Publishers." PRINTER AND PUBLISHER takes it that they mean just what they say in the item, viz., that they are well pleased with the manner in which the contest has turned out:

The management of the *Enterprise* wishes to thank the contestants, the general public and the contest manager, Mr. A. B. Hull, for the success achieved in the circulation contest which has just been brought to a close.

This contest was entered into for one purpose only—the securing of circulation. We knew that in order to place the *Enterprise* in every home in the district it was but necessary to approach the people and solicit their subscription. We believed the quickest and most effective method of doing this was by a circulation campaign.

The *Enterprise* has always had the largest sworn circulation of any weekly newspaper in the province. But we were not satisfied with this. We wanted to cover our field so thoroughly that the *Enterprise* would be a welcome visitor in every home in the Yorkton district each week.

The matter was carefully considered from every angle before the campaign was launched and the entire Dominion was carefully canvassed for an efficient, trustworthy contest manager. After carefully investigating Mr. Hull's record we believed that by engaging him we would secure the best man available for the work. Nor have we been disappointed. His work has been carefully watched throughout the campaign and we have found him most capable, courteous, trustworthy and industrious. This, the biggest and most successful circulation contest ever conducted by a weekly newspaper in Saskatchewan, is a tribute to his ability and energy, coupled with the fact that the paper for which he was working enjoyed the confidence and respect of the community.

The campaign has been most successful and satisfactory in every respect. It realized our highest expectations. It has given us a circulation well over the 3,000 mark—a circulation which no other weekly newspaper in Saskatchewan enjoys. The circulation thus secured is genuine in every respect, practically every name added being that of a resident of the district within a radius of thirty-five miles of Yorkton.

We wish to thank the judges for their assistance on Saturday night. The counting of the millions of votes turned in at the close was no easy task, but it was quickly and efficiently performed. The judges were given every opportunity of examining the records of the contest and were shown exactly how it was conducted throughout. They found it to be a straightforward competition in every respect and as they are all men of the highest standing in their respective communities, their word on this point establishes the fact without further question.

In closing we again thank the contestants for their assistance in more firmly establishing the *Enterprise* in the premier position among weekly newspapers of Saskatchewan, and in greeting the thirteen hundred new readers secured during the campaign we pledge ourselves to give them a paper that will be worthy of their continued support and favor after their initial subscription period has expired.

THE PUBLISHERS.

Another larger Western paper to put on a circulation contest was the Regina Daily *Post*. This was run off last spring, and was a big success in every way.

The Welland *Tribune* (semi-weekly) increased their circulation by some forty per cent. by a contest.

Some months ago the Lindsay Daily *Warder* had a contest, and the circulation was practically doubled. Another weekly that has a contest was the Pembroke *Standard*, and the results were satisfactory. The Collingwood *Enterprise* has also had success from this way of getting new business.

Mr. Hull, who has had charge of these contests, has several places under consideration now. While in Toronto a few days ago, he told PRINTER AND PUBLISHER that several points in the East and North were open for contests.

So it seems that there is a difference of opinion regarding the advisability of circulation contests, strong views being held both ways. No doubt there are papers so well founded, and with the circulation so well followed up, that special contests are not needed, as the ground is covered by their own subscription men all the time. In other cases, though, the paper that wants a little extra help, that needs a special push, or that wants to gain ground quickly may find the contest to be of advantage.

Munsey's Big Purchase

Frank A. Munsey, publisher of the New York *Sun*, announced that he had purchased the *Sun* building, in which his paper is published, from the New York Life Insurance Company. The price paid was not stated. Annual rentals from the building are said to be about $300,000 a year.

A Gas Meter, Typograph and a Church Training

How We Entertained an Angel Unawares

By FRANK H. DOBBIN, Peterboro

ECONOMY is a mighty good thing if, as Charles Dudley Warner said of agriculture, one does not get too much of it. But the regrettable thing about this excellent practice is that begin to put it into force and at once trouble arises. For the definitions of economy are several and varied. In business and manufacturing economy means a distinct saving plucked from waste and made helpful. Per contra, any government that proclaimed a policy of rigid economy would deserve to be and probably would be defeated. Instead, and with wise intuition, it brings forward a "broad and liberal policy of conservation." That sounds much better and does not tie the Cabinet up in perplexing knots. Practise economy in a personal way and your friends will cut you on the street or on the golf links and call it penuriousness, while the hands in the office will rudely state and speak of it sneeringly as pure stinginess. So what would you have.

As an apprentice I was inducted into the kindergarten of economy by being taught to untie a parcel and fold the paper or wrapper and hang the string on a nail. All very well as a matter of discipline, for about the time of the Fenian Raid a sheet of stout paper and a hank of strong string were not to be sneezed at. To-day we know that if rightly applied the time spent in such ventures in economy will earn four times the amount of paper or string saved. These remarks merely open a door to a story of how on a time we took up the matter of economy in the printing office and how in the end we entertained an angel unawares. All on account of a certain and diabolical gas meter.

Gas meters, come to consider them as a class and an infliction, are curious things and have several human attributes. Have a face, hands, lungs and like many people, wheels in the head. Also like others, are assumed to seldom tell the truth. At least few of us implicitly believe the figures and charges displayed on the bill as derived from the mysterious workings of the contrivance. But to our story.

We had been lighting the office with gas and paying therefor one dollar and fifty cents per thousand feet. The gas was convenient to use, but costly. Occasionally along would come a traveller, and emissary of some supply house, with predatory instincts, who would inveigle us into buying some sort of contrivance warranted to assuage the pangs of paying high water mark gas bills and conduce to economy. We have all bought such things and been disappointed. Hoped to get more gas for less money or pay less money for more gas. Promised a saving which never materialized. We just held what we had.

Then there came a day on which we put in our first bar-casting machine, one of the Rogers tribe of pious memory. Tell you what, we felt proud. Prouder than a farmer with a new red waggon. A few days after the manager of the local gas works called to present his compliments and say some nice things about our enterprise and so forth, and wound up by announcing that in view of our enterprise and new venture all the gas we used for fuel, as he expressed it, would be charged to us at the rate of one dollar and a quarter.

This unexpected piece of liberality came to the staff as a distinct shock. That a manager, right off his own bat, so to speak, should make an unasked reduction was thrilling. So much so that the staff proposed to take the afternoon off to celebrate the event, but we suppressed that. After absorbing the situation, which evoked pleasurable feelings, we with presence of mind asked the manager just how he proposed to separate the two gases, the fuel from the light, and he said that would be easy. He would have put in another meter to serve the machine. This was done and we went ahead on that basis, the two meters registering side by side the same bad smell and at diverse prices for the same.

Presently we added another bar-caster, and at intervals a third and fourth. Settled down to the consumption of considerable gas the manager saw a light, and called around and invited us to have the building wired for use of electric light. Professed that as a lighting service it would be better than gas, of which there could be no doubt at all, considering the brand of gas he was dispensing. Besides he would have gas to sell to some other customer who could not for purposes use electric energy. Beats Bannigar, how the minds of these gas men work. While, in common with many others, we had been warned to receive with discretion propositions coming from what the hands called a bloated monopoly, the idea seemed good. We installed.

That gotten out of the way, back he came, this time with a poor mouth story. The company had lost a ship load of meters off the banks of Newfoundland, or the wind was in the east, or mother was not very well. Anyway, the gist of the proposition was that they were short of meters of a size, and if we would let him extract the two that were on duty in the cellar he would replace the twins with one larger meter and the whole amount of gas used, either for light or fuel, would be at the reduced price. Newspaper people are ever receptive to the pangs of a brother in distress. So we agreed.

Besides we had grown tired of once in the month taking all the money in the cash register, emptying the safe and borrowing a trifle from the junior reporter and trotting down to the palatial office of the company and reluctantly handing over the avails. So we told him that while he was at it he might as well put in one of the pay-as-you-enter kind. In this way we should pay by instalments and so lessen the shock of deprivation. And as well would know from day to day just what we paid for fuel and be relieved from a monthly incubus. An incubus, it may be explained, is something that affect a fellow's peace of mind, like the prospect of having the forme rollers on the news press melting while you are getting off the weekly edition on a hot day.

A few days after I found two men with a cart unloading something at the side door of the office. I moved over to investigate. Found that it was our substitute gas meter. About as big as a small refrigerator and a battle-scarred veteran at that. Its terra-cotta colored sides bore the marks of many an avenging monkey-wrench. The men *admitted* that the thing had been ensconced in the city for several years. Faith, the statement did not lack verification, but I disputed on general principles that if you let the plumber or gas man do as he wants to he has you tied up. I told them that I knew where it came from and that they had been and borrowed it in Port Hope, for it bore all the ear-marks of that reluctant community. Turning it over on its back, I consulted the dials of the register, and saw that over a quarter million feet of gas had passed through its vitals. To my remark that the thing had seen service, the larger of the two pirates said, "You bet," and very positively.

Anyway, they carried it downstairs and stuck it up in the darkest corner they could find. Invariably do so. No deviation from that infernal rule. Always placed where you fall over pipes, shovels, old roller cores, fractured type cases and any old debris. Then announced as being in working order, we prepared to go ahead, for of course it had to be fed with coin. Nothing more or less than a quarter at a time would be accepted. Needing gas we had to pay in advance.

Presently we began to have our faith in the rectitude of that gas meter weakened. That is weakened in the right

direction. Being a new chore, and not exactly any one person's business, the contrivance often went hungry. Occasionally the flow of gas stopped and then we knew that we had been neglectful. But by and large we gained the impression that we were making financial offerings rather less than would cover the amount of gas we knew we were using. It would be apparent that if this supposition proved to be reality we were on the track of some economy. At least it looked that way.

The average for gas used had been about $24.00 per month. First of the month following an emissary of the gas company, called and said his painful duty would be to go down cellar and extract the contents from the safety deposit vault that is clamped on the side of the meter. As he went down stairs he was whistling a cheerful tune, but when he came up he had ceased whistling and his manner was not cordial. "See here," said he, "you people have been using considerable less gas this month than in the last." And he spread the plunder out on the counter (it was all in quarters), and the staff got around to see fair play, and we counted it. Totalled up to seventeen dollars. Gee Whiz. We had saved seven dollars in the month. Here was real and practical economy. And at once, mentally, we proposed to take a trip to Europe or to buy a grindstone or to spend the savings in some perfectly reckless way. Things were coming along in our direction at last. We congratulated him, as a sort of accessory after the fact, on the performance of the meter. He was glum and doubtful. He'd try it another month.

That we might not be implicated as conspirators in defrauding the gas company we were careful to insert in the meter all the coin it wanted and had ample fuel. That month the total was about $16.00, there being a holiday and less matter set. After the disinternment of the money, on his second visit, he said that he knew what was wrong, and he'd go down cellar and fix it. What he did we never knew but were perfectly certain he did it good, for we got off for a full month with a little over $12.00. Now there is a rate of mathematical progression much cultivated by scientists and persons who wrestle with obtruse problems, that when studied and adhered to, indicates what the probable conditions will be at any given time. Dropping into such a reflective state of mind we saw that presently we should be able to burn all the gas we needed and the company would owe us money. That was a foregone conclusion.

The employee went back and made his disgusting report. Day or two after the manager turned up and brought with him the expert, the man who verified and tested meters. He belonged to Belleville. Now as a matter of efficiency, and ripe experience, and out of many tribulations I earnestly plead with the Craft that when anything goes wrong, send for the expert. Don't for the life of you put up with anything less. Don't accept something "just as good," for there isn't. His service is worth the money.

The manager and the expert adjourned down cellar and prowled about a bit and held an inquest, hitching up the pipes that work could go on while they were investigating; sending upstairs at intervals for monkey-wrenches, jimmies, pipe tongs, besides using the nefarious implements they had brought with them. After a seance of possibly an hour or two they came up, announced that they had laid the ghost and adjourned across the street to take something and wash off the marks of honest toil.

I have urged the value of the expert. May I do so again. That month we got off with $8.75. Solemn fact. When the deplorable result was reported the manager decided on drastic action. He'd have no more fooling, he said. The thing had reached the limit of patience, it was preposterous. Something was radically wrong and he'd find out when he disembowelled the meter. I protested against such radical action. Pointed out that the meter was the very first thing of its kind that had tried in a conscientious and capable way to do its duty. That it deserved a medal and public recognition as standing alone in its class. He was obdurate, scorned the suggestion and became positively rude about it. Then they brought on a spic-and-span, brand new Made-in-Canada meter, spotless and fragrant in new paint and fittings, plucked out the old one, installed the new and left us to our reflections and a depressing financial future.

In national or indeed in private emergencies it is desirable to find out cause and effect, so made some private enquiry and then the whole horrid truth came out. For seventeen years that meter had been doing duty in the largest church in the city. Consider the circumstances and surroundings. Founded as it were on the Book of Discipline and sitting, so to speak, under the droppings of the sanctuary it had been environed by the finest possible influences, that had survived and extended to its functions in its new sphere of action, its service showing it. And may not the enquiry be interjected, that if we surround our employees and our chattels with good influences, should not we expect results? And weren't we getting them? You bet we were. The foregoing may be tendered as an explanation, what about a reason?

The president and largest stockholder in the company had been a member of the church, and in the goodness of his heart and beneficence of purpose, agreed to supply gas for light at the upset price, charging the difference to his private account, to assist the cause of Christianity by the difference in the price of the illuminant. Who should say him nay? Welcome indeed if there should be more of his kidney, and if the preacher's salary would reflect some such munificence. So the combination on the meter, which works in a mysterious way its wonders to perform, had been set that each thousand feet of gas burned cost only one dollar. In such beneficent frame of setting the meter came into our office, and we used for the first two months at the rate indicated. When the man changed the train of gearing he propelled the thing backwards, and gave us gas at seventy-five cents per thousand, while the marvellous work of the expert brought the price down to fifty cents.

Even then our troubles were not over. A few days after the new meter was installed the caretaker came in to say that it refused to accept coin. That symptom, while not wholly to be reprimanded, indicated that in some way the thing was plugged. We investigated, but could not define the trouble. Suggestions to administer an emetic were scorned. An operation seemed to be the judicious course, so we called in the practitioner. His autopsy showed that the meter had actually refused to swallow an American quarter. These coins, it seems, are a very small trifle thicker than the Canadian, and that thoroughly loyal Canada-made meter refused to absorb foreign money, so for the future we had to be careful and discriminate, for we knew that if we didn't the meter would.

Where the Union Was Wrong

Victoria.—"The Typographical Union international officers," said Secretary John W. Hays, of Indianapolis, "viewed with surprise the action taken recently in Vancouver, during the strike, when the compositors of the Vancouver *Sun* refused to work, declining to set material which they alleged reflected upon the strike leaders. The composing room, we maintain, had no right to interfere with any material which might be submitted to it for publication. Men working in a newspaper office often find themselves at variance with the policy of the management, but that is not regarded as good ground for refusal to perform their duties. We, therefore, disciplined the union in Vancouver for taking the attitude it had on this subject, interfering with the publication of a newspaper where the men were employed. The Union has never asserted the exercise of news censorship as a right. On the other hand, as citizens, those men felt that such material might be of an inflammatory character during the time of the excitement, but such opinions were merely those of the average citizen, and in no sense could influence the compositor in the discharge of his duties." Mr. Hays pointed this out during his visit to the Union members in Vancouver. He was accompanied by W. W. Barrett, the first vice-president of the International.

Do These Regulations Make You a Sinner?

Desk Book Issued by University of Missouri

THE University of Missouri *Bulletin* recently issued, took the form of a "Deskbook of the School of Journalism." It has the advantage of being more practical than many other editions for this class of work.

The edition, the work of Robert S. Mann, assistant Professor of Journalism in the University, treats largely with the preparation of copy, and should be of interest and value to the reporter who aims to do the best possible work. Those wishing to secure the *Bulletin* are advised to apply to the University Librarian, Columbia, Mo. The price is 15 cents.

Some of the chapters are reproduced here:

General Instructions

Tell your story simply and naturally. Shun "fine writing."

Not every story must be short, but every story should be concise. Eliminate each word, sentence or paragraph not essential to the story.

Accuracy, terseness and fairness are requisites of a good news story; and the greatest of these, for without it all other good qualities are as nothing, is accuracy.

Accurate writing presupposes accurate observation. The eyes and the mind must *see* correctly before you can write correctly.

Read your own and other papers. Read both local and telegraph news. Know current events, so that you will be prepared to handle intelligently any story that may come your way.

Any reporter finding news of unusual importance should telephone the office at once.

WATCH NAMES. Don't be afraid to ask how names are spelled. What you think is *Smith* may be *Smythe*.

In taking names over the telephone insist that letters be clearly indicated; *s* and *f*, *b*, *v* and *d*, *m* and *n* sound alike over the telephone. To distinguish them, use words beginning with the letters in question, thus (for example): *s as in summer, f as in Frank, b as in boy, v as in victor, d as in dog, m as in match, n as in nothing.*

Keep your eyes open for feature-story possibilities. Watch, too, for chances to get good pictures.

Courtesy pays. Remember this in answering inquiries over the telephone.

Cultivate, if you haven't it already, a feeling of *personal responsibility* for your story. Never be content with getting a thing *almost right;* get it, as far as is humanly possible, *exactly right.* And always—

WATCH NAMES.

Wording the Story

1 Get the dictionary habit. Never use a word that you don't understand.

2 Don't write anything that will expose the paper to ridicule. For example: "No lights of any description are allowed. Even in the royal palace candles are used."—*London newspaper.*

3 It is rarely necessary to refer to reporters, singly or collectively.

4 Unless the time or the place happens to be the feature of the story, find some other way of beginning the first sentence. Don't write, for example, "At Broadway and Ninth street yesterday, a motor car . . ."

5 Don't begin a story with *at a meeting of* or *never in the history of.*

6 Usually a person merely *says* a thing. Avoid *asserts, states, declares,* unless you want to include the formality or insistence implied by those words. And remember that *admits* usually has a derogatory connotation.

7 Don't think it necessary to use stilted or affected language in mentioning death. Remember that the simplest words are the most solemn ones. Don't use *the deceased* in referring to a dead person, nor *remains* for *body,* nor *casket* for *coffin, nor interred* for *buried,* nor *obsequies* for *funeral.*

8 Write that a person died *of* typhoid fever, not *from* typhoid fever. Don't write *the* typhoid fever.

9 Avoid the obsequious, flattering attitude reflected in such expressions as *lady* for *woman, gentleman* for *man, banquet* for *dinner* or *luncheon, accepts a position* for *obtains work, prominent citizen, charming hostess, talented young lady.*

10 Don't assume too much, or too little, knowledge on the part of your readers. Write "at *a* meeting of the Commercial Club," rather than "*the* meeting" unless the meeting has been well advertised (But "*the* recent session of Congress"); "John Jones, *a* barber," rather than "John Jones, *the* barber" (But "Thomas A. Edison, *the* inventor").

11 Don't use technical terms that may not be readily understood by your readers.

12 Avoid legal terms. Don't write *asks judgment against said defendant* when you mean *sues.*

13 Use slang on rare occasions only. Then it must be appropriate, not only to the meaning, but to the tone of the story. In general, one will never make a mistake by avoiding a slang term in favor of its more conservative equivalent. If you do use slang or colloquial expressions, don't try to smooth it over by sprinkling in quotation marks.

14 Make sure pronouns agree with their antecedents in number. Don't write "The club is working on plans for *their* campaign."

15 Make sure verbs agree with their subjects in number. Don't write "The committee on speakers *are* arranging."

16 *Politics, ethics* and similar words take the singular verb.

17 Remember that *don't* is the contraction for *do not, doesn't* for *does not.* You wouldn't say "*He do not.*"

18 Distinguish between *any one* (of a group) and the single word *anyone;* also between *every one* and *everyone.*

19 Use *it,* not *she,* for cities, states, nations, etc. *She* may be used for ships.

20 Avoid such expressions as *had his leg broken, had his pocket picked.* Sane persons don't *have* these things done to themselves.

21 If a building is *destroyed* by fire, it is unnecessary to say it was *completely destroyed.*

22 In giving lists of officers, put the name of the office before the name of the person. Punctuate as follows: President, John Smith; secretary, Horace Jones; treasurer, J. B. Brown; directors, W. H. West, J. T. North, A. A. Andrews, S. S. Sampson. If the name of the person were placed first, the reader would have to read all the last four names before learning what office any of them held. An exception to this rule is in such a construction as: "The members of the committee are J. J. Anderson, chairman; T. T. Thomas, G. G. George and Benjamin Harris."

23 Think twice before writing *very.* Long abuse has robbed it of force. *Exciting game* is preferable to *very exciting game.* In general avoid superlatives.

24 Don't use "bromides," such as *burly negro, crisp* $5 *bill, beyond peradventure of a doubt, clutches of the law, grim reaper, neat sum, rash act,* etc.

25 Rarely is it necessary to mention a man's race in a news story. Don't write *Abraham Silver, a Jew,* or *Peter Dolato, an Italian,* unless the race is an essential part of the story.

26 Use dialect only when so instructed.

27 Avoid *foreigner.* It has an offensive connotation which may usually be avoided by using *alien.* But remember that citizens of the United States are American, re-

gardless of where they or their parents were born. If it is an essential part of the story, use *of Italian birth,* or *of Italian descent.*

28 Never use an offensive racial designation.

29 Don't call a Chinese a *Chinaman,* or a Japanese a *Jap,* in headlines or in text.

30 Don't use *colored man* for *negro.* Instead of *negress* use *negro,* or, if necessary, *negro woman.*

31 Don't use *people* for *persons.* Write "the *people* of the United States," but "the *persons* who saw the accident."

32 Don't use foreign words or phrases when English will do as well. *A dollar a day* is better than *a dollar per diem.* Avoid mixing Latin and English, as in *per day.*

33 Write *Bolsheviki* (plural noun), *Bolshevist* (singular noun and adjective; preferable to *Bolshevik*), *Bolshevism* (not *Bolshevikism*). Capitalize the various forms of this word when it refers to an organized political party, but not otherwise. Thus: "The Bolshevist troops near Archangel."—"The spread of bolshevism throughout the world."—"The bolsheviki of the United States."

34 Don't use *very unique* or *most unique.* A thing either is unique or isn't.

35 Things *occur* or *happen* without being arranged in advance. An explosion *occurs,* or an accident *happens,* but a wedding does neither; it *takes place.*

36 Don't use *saloonist, burglarize, suicide* (as a verb), *enthuse or gents.*

37 Don't use *near-riot, near-panic,* etc.

38 Don't use *onto* or *alright.* The correct forms are *on to* and *all right.*

39 Use *suffragist,* not *suffragette.*

40 Usually *begin* is more appropriate than *commence* or *inaugurate. Commence* is more formal than *begin,* while *inaugurate* is properly applied only to matters of considerable importance.

41 Don't use *wireless* as a verb.

42 It's *parcel post,* not *parcels post.*

43 Never use *loan* as a verb. A *loan* is made when someone *lends* something.

44 Don't use *liable* when you mean *likely.* Every lawbreaker is *liable* to arrest, but it depends upon circumstances whether he is *likely* to be arrested.

45 Don't use *majority* when *most* will do as well. Don't confuse *majority* with *plurality;* consult the dictionary.

46 Use *more than* rather than *over* in such an expression as "more than five hundred dollars."

47 Use *fewer than* for numbers and *less than* for quantity. "Fewer than 100 persons."—"Less than a bushel."

48 Don't use *groom* for *bridegroom.* But *bride and groom* is permissible.

49 Don't use *officer* for *patrolman* or *policeman.*

50 Don't use *past few days* for *last few days.*

51 Use *foregoing* instead of *above* as an adjective, as "the foregoing statement." But: "The statement given above is true."

52 Don't use *anticipate* when you mean *expect.* Consult the dictionary.

53 Don't use *party* for *person* except in quoting legal documents.

54 Don't use *divine* for *preacher* or *minister.*

55 Be natural. Write *half a mile,* rather than *one-half of a mile.*

56 Avoid *a number of.* Be specific if possible.

57 Say *a man named Smith* rather than *a man by the name of Smith.*

58 Say *former judge,* not *ex-judge.*

59 The building is the *capitol;* the city, the *capital.*

60 Use *to-morrow,* not *on to-morrow.*

61 Write *December* 23, not *December* 23*d.*

62 Say 40 *years old,* not *aged* 40 *years.*

63 Say *illustrated with,* not *by,* stereopticon views.

64 Use *preventive,* not *preventative.*

65 *Graduate* is a transitive verb. A school *graduates* its pupils; they *are graduated.*

66 Distinguish between *during the week* (throughout the whole course of the week) and *in the week* (at some particular time in that period).

67 *O* is used with the vocative, without punctuation: "O most gracious king!" *Oh* is used for an exclamation, followed usually by a comma or an exclamation point: "Oh, I see what you mean."—"Oh, how fortunate!"—"Oh, not another word!"

68 Distinguish between *consist in* and *consist of.* "Virtue consists in right living."—"The family consists of seven persons."

69 Things of the same general class are *compared with* each other to bring out their points of similarity and dissimilarity; one thing is *compared* to another of a different class, to bring out a real or fancied resemblance. "He compared the University of Missouri with that of Kansas."—"He compared the University to a tree of many branches."

70 *Upon* and *on,* in the sense of speaking on (or upon) a topic, doting on (or upon) a child, etc., have the same significance and may be used interchangeably, though *upon* is generally understood to be a bit more formal. Thus one would go *on* an errand; the President would deliver a message *upon* our foreign relations. But even in reference to the most solemn matters *on* may be used for the added vigor of the shorter form. No hard and fast distinction can be drawn.

71 To write "just has arrived," on the theory that the verb should never be split, is absurd. Be natural. "Has just arrived" is recognized by best usage. Split-infinitives however, should be avoided. In eliminating the split infinitive, use the natural form "Is expected to denounce the measure emphatically," rather than "Is expected emphatically to denounce," or "to denounce emphatically the measure."

72 In general, put the hour before the day. "At 5 o'clock yesterday afternoon."

73 Always make plain whether an hour is before or after noon. "At 5 o'clock" may be ambiguous. Say either "5 o'clock in the afternoon" or "5 o'clock in the morning." Use these forms rather than 5 a.m. and 5 p.m. except in railroad time-tables and other statistical matter. In general, use *o'clock* after the hour, but when a number of hours are given avoid excessive repetition; thus: "From 3 to 5 o'clock and again from 7 to 9."

They Know Them All

Victoria *Times*:—If the acquaintance lists of J. Bruce Walker and George Ham, who spent an hour or two yesterday exchanging reminiscences, were combined in a book the volume would break the record for bulk. Mr. Walker is Dominion Immigration Commissioner with present headquarters at Winnipeg. He was Commissioner of Immigration for all Europe during the period in which the number of newcomers from across the Atlantic was running into the hundreds of thousands a year. If there is anybody the Commissioner does not know or know of we may take it for granted that George Ham, representative extraordinary of the C.P.R., does. Mr. Ham has been the guide, philosopher and friend of more prominent parties touring Canada than he can remember. Princes, statesmen and dignitaries of an infinite variety of classes, have been entertained and edified by this veteran publicist so impressively that in many places the great institution with which he is associated brings him rather than its executive head to the mind. Probably if he and the king of Dahomey, for instance, were to meet unexpectedly somewhere, each would at once call the other by his first name. Both these notable representatives of their respective services are here in connection with the tour of the National Editorial Association—Mr. Walker in charge of the Canadian part of the Association's trip for the Dominion Government, whose guests the visitors are, and Mr. Ham to help to make their return journey profitable and pleasant on behalf of the C.P.R. Incidentally, their guests no doubt are aware that both are old-time newspapermen.

The Toronto *World* has completed a successful voting contest, the prizes ranging from a $5,000 home to motor cars and cash bonuses. The *World* claims to be well satisfied with the results secured.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

Vol. 28 PRINTED AT TORONTO, SEPT., 1919 No. 9

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Mr. Lyon's Backbone

THE editor of the Toronto *Globe*, Mr. Stewart Lyon, had an interesting chapter this month in connection with the attitude his paper took on the payment of $2,000 gratuity to the returned soldiers. The *Globe* was roundly denounced at several mass meetings, and one of the speakers intimated that he was going to the *Globe* office and force the editor to address the men and tell them what he meant by opposing the grant, and if he would not come out he would be dragged out.

There was a monster meeting in Queen's Park the following night, and the speaker of the evening was none other than Mr. Lyon himself. He faced a mighty hostile audience, and kept to his facts. He had no apology to make for anything his paper had said, and he was not afraid to face that audience and say so. It required just a little nerve to do the thing, for crowds in Toronto have been known to rough-handle speakers.

An editor is not always called upon to come out in the open and face the people for what he says. If such were the case there might be many trenchant pens rusting for want of something to do. Newspaper men in general throughout the Dominion will think just a little more highly of Mr. Lyon for having the courage to state his case to a hostile audience, and stating it in such a way as to make it certain that he had not backed up one inch from his original position.

Who Owns the News?

NOT many days ago the city editors of the two St. Catharines papers appeared in police court. The unusual thing about it was that they appeared in the regular way rather than as morning spectators at the proceedings. The magistrate being away, it fell to the lot of the Mayor, who happens to be the publisher of one of the papers, to put on the blinkers and toss the weights on the scales of justice. Naturally he dodged the issue, and waited for the return of the regular magistrate.

The whole thing appears to have grown out of one paper getting a piece of copy that had been intended for both. There is nothing unusual about this. Every lodge, church, association of any standing has some individual in it who is always ready to send in reports of meetings, etc. He seldom wants to make two copies, and he seldom wants to keep it for one paper to the exclusion of the other. The chances are that the members of any of these bodies are pretty well divided regarding politics, and other considerations that make a preference for a paper one way or the other. So it is that they want to have the item appearing in both of the city papers.

This is done in one of several ways. It is passed on to one reporter first, with the request that a proof be sent to the other office in time for the same day's paper. And just here there is always room for a little fine work, particularly if the two city editors are of the average kind. How nice it is, if press time is 2.45, to call the other fellow about 2.15 and say there's a bit of copy if he'll send the boy over for it. Oh, yes, to be sure he picked it up about nine in the morning and it was in type an hour later, but still it makes the other fellow sweat a little, and there is always the glorious chance that it may be crowded out or cut down at that hour of the day. Or again, if the copy happens to be particularly bad, did you ever send the copy instead of a proof? Well, perhaps not, but if the two reporters, or city editors, as you care to call them, happen to be of the usual attitude toward our esteemed contemporary, the chances are that that awful copy will get sent across instead of a proof from it.

There has been a lot of little trouble about this method of doing business. It is going to continue. Lodge followers are going to continue sending in the list of officers, written on the back of envelopes, or the unprinted side of a paper bag, with the injunction that it be passed along to the other paper.

A fairly long experience would lead the writer to say that the best way out is to make the best of a situation that cannot be helped. When copy of this kind comes to your office, respect the wishes of the sender. Get it into type as soon as possible, and send word to the other paper that the proof is waiting, as soon as possible. A little courtesy this way never does any harm. Your paper is not going to be any better because your afternoon rival does not contain the notice. On the other hand, the man who furnished the copy, with the request that it go to the other office, is likely going to ask that other office why they left the item out or cut it down. And he is going to be told that the other office never got the copy, or that it was held back unil ten minutes before press time in the afternoon. No, there is nothing to be gained from that business.

All honor and credit to the wide-awake reporter who can get out and clean up on his beat and then some. To him will fall the real scoops. He does not regard it as a scoop to keep the other fellow from getting news that was intended for him. The real reporter is a good sport and he plays the thing fair, and when he beats out his rival and walks across with that thing most dear, the clean scoop, he does it on the dead level and there is no comeback to it.

There has been on view in three Toronto theatres—Loew's Theatre and Winter Garden, and the Allen Theatre—a film which shows how an issue of the Toronto *Daily Star* is made up, including all the interesting mechanical processes which enter into the making of a daily paper. "The Making of a Great Newspaper" is the title of this 500-foot reel and in a few minutes it shows the entire operation, from the bulletin machine at the front of the building until the newsboys rush out on the streets with their arms full of *Stars*.

Who Owns This Paper?

A DESPATCH from the West states that it is the intention of those in charge of the *District Ledger* of Fernie to move it to Calgary. It may be that the paper will blossom more regularly out on the prairies then under the shadow of the Three Sisters and Mt. McDougall, but it is a long guess and powerful uncertain.

Right now there seem to be the ingredients on hand for a dispute as to who owns the paper. Not many moons past the *Ledger* was sleeping quietly in its home in the Crow's Nest country, when the miners decided on a grave-robbing expedition. The *Ledger*, after a lapse of many months, was brought to light, the good bank book of the miners uncorked under his chin as smelling salts, and back once more he was led to take up residence in his cement house in the rear of the miners' hall and the miners' co-operative store.

Things went well, and politicians were kind. In fact the *Ledger* had hardly cast aside its grave-clothes when a $2,000 contract for advertising tax-sale property swooped down and nestled on its shoulder, and it is recorded that the new generation *Ledger* looked kindly on the thing and cashed quickly lest that Government should flivver. Ah, yes, to be sure, there was joy in the camp of the miners in those days, for had they not at one fell stroke staked a claim and panned out a real $2,000, which it must be admitted is major league batting among the weekly papers of British Columbia.

But those dollar trees that grow the $2,000 variety are not met with often, not even in the underbrush section of the Rockies. And the trouble is that too often in after days, when the takings are less bulky, too much satisfaction must be extracted from the chant "Do you mind the time when we led that $2,000 across the kitchen floor?" 'Twas ever thus.

And now comes the word that the *Ledger* is going to take up its residence in Calgary. Well it has tented in Fernie a long time. In fact it was there when Peck McSwain was prime enough to drop in on his itinerary of B.C. and toss up a stick of 12 point just to demonstrate that he had a perfect right to pan-handle the staff. And no doubt some kind friend will rise to pen that "what is Fernie's loss is Calgary's gain."

But hold a bit—not so quickly. Who is going to run this paper? For years it was the miners' paper, and for a long time past the Red flag of Socialism has been nailed to the office building and the word "Comrade" was writ large and bold on the seat of the sanctum stool. In fact any man who could not spit his death and cross his heart that he could recite large measures of Karl Marx stood about as much chance of being the happy thinker for the comrades as old man Hohenzollern does of making German the official language at Ottawa or wieners our national dish.

In fact the comrades have gone so far in tinkering with new things that they have become chummy with the One Big Union folk. And so it is that the One Big Unioners stand outside the place, and as they gaze farther up the street at that nest of capitalism, the Crow's Nest Pass Coal and Coke office, smite their chests and turn once more to the cement house of gable roof and say: "That thing belongeth unto us." But the standpatters of the United Mine Workers, who for years have stood around and tossed their good dollars into the pond that the *Ledger* might not sink, and, if sinking, have decent burial, have an anchor fore and aft on the property.

And now comes the question of the flitting to Calgary. Whose horses and chariots are going to officiate when the plant moves from the shadow of the friendly Rockies to fight its way in the windy city of the plains? Shall the moving van bear the sign and seal of the U. M. W. of A., or shall that new and scrappy One Big idea hitch up and drive the office sponge and the mailing list to quarters of its selecting?

The *Ledger* must have in its system a number of fairly red life-giving corpuscles, and its blood-pressure must register well nigh normal, else it would long since have strayed away off to the cemetery in the foot-hills to become the sponsor for another little crumbling tombstone. It has been tinkered with by people who know a tremendous lot about running a paper—the tremendous lot being absorbed after their Socialist comrades had voted them out of the coal mines to an official post within shooting distance of the print shop. It has been the official shouter for all the wild-eyed radicals who ever chanted that ditty about "A world to gain and nothing to lose but your chains." Yes it has done all that and more. It has made money and lost it, although the tinkers have given it an awful shove into the latter path.

And yet they do tell that it is going to stand the physical strain of a real bang-up moving. It is doubtful if Western Canada, with its land boomers, oil quacks or timber cruisers, has provided a sequel to the things that have been done to the same old Fernie *Ledger* which is still able, even at this late stage, to thumb over its bank book and yell for help.

The Toronto *Times* Suspends

The following statement was issued to the press by Mr. C. W. McDiarmid, managing director of the Toronto *Times*:

"At a meeting of the shareholders of The Toronto Times, Limited, held to-night, it was unanimously decided to suspend publication.

"Owing to the enormous increases in the cost of production it has become no longer profitable to continue the publication of the paper.

"A winding-up order is being applied for.

"C. W. McDiarmid."

History of the Paper

Founded in 1881 by the Riordon interests, the *News*, which became the *Times* only six months ago, attracted general attention in the '80's under the editorship of Edmund E. Sheppard. Following Mr. Sheppard, with whom was associated Mr. Phillips Thompson, there was a succession of editors: Thos. Gregg, W. L. Smith and H. C. Hocken, now editor of the *Orange Sentinel* and M.P. for West Toronto. About the beginning of 1903 the paper was acquired by Sir Joseph Flavelle, and Sir John Willison assumed the editorship, with Dr. A. H. U. Colquhoun, now Deputy Minister of Education, as news editor, and C. T. Pearce as business manager. Sir Joseph Flavelle, finding the experiment costly, retired, and another reorganization followed, a number of Conservative politicians becoming interested with Sir John Willison as chief stockholders, and C. Leslie Wilson as business manager. In 1917 Sir John Willison retired from the paper and was succeeded by F. D. L. Smith as editor. Mr. Wilson also retired and Mr. C. W. McDiarmid became business manager. Last March the paper was again reorganized, the name being changed to the *Times*, Mr. Smith and Mr. McDiarmid continuing their connection with the organization.

Stratford *Herald*:—A reorganization of the Stratford *Herald* management has taken place. Ross Keane, who served long on the *Herald* editorial staff, prior to his resignation to serve overseas with the Canadian Expeditionary Forces, has rejoined the *Herald* as managing editor, with Chas. Dingman retaining his position as editor. Mr. Keane also becomes a director of the Stratford Herald Printing Co., Ltd. Consequent upon the resignation of A. R. Alloway, who for two years has been managing director, Chas. Dingman has been elected managing director. Mr. Dingman also becomes president of the company and its treasurer. Other officers of the company now are George M. Dingman, Toronto, vice-president, and S. B. Dawson, advertising manager. Mr. Alloway's retirement from the *Herald* is a matter of regret to those who have been associated with him. He has gifts of journalistic resourcefulness and initiative. His plans for the future are not yet fully matured. It is understood, however, that he will continue in newspaper work.

¶ To enable Merchants and all advertisers to know the kind of advertising that interests women most and thus help them to make their advertising more interesting, the Herald will offer Cash prizes for letters from girls and women telling which advertisement in the Herald during the month of August interested them the most; the advertisement chosen to be considered from all viewpoints.

$25.00 CASH

For the Best Letter from a Woman telling

"Which Advertisement Interested Me the Most"

The following CASH PRIZES will be given:

Best Letter	$25.00
Second Best Letter	15.00
Third Best Letter	5.00
Fourth Best Letter	3.00
Fifth Best Letter	2.00

Any woman may send a letter regardless of where she resides.

All letters will be turned over to the stores whose advertisements are described.

All you have to do is to write a letter to the Herald telling which local advertisment interests you most, and why!

Address your letter to The HERALD, "Most Interesting Advertisement Dept."

All letters must be sent in by September 10th.

Mrs. G. W. ROBINSON,
Pres. Local Council of Women
Mr. R. T. BRYMNER,
Act. Pres. of Board of Trade
Mr. JAMES ROSE,
Sec. Board of Trade and Retail Merchants' Association

Will act as judges and will decide which are the five best letters.

To the Store whose advertisement is described in best letter, the Herald will give ½-page space in the Daily and Weekly Herald without charge

Please judge only the advertisements of the Lethbridge Business places irrespective of size. Kindly consider every advt. of every Lethbridge firm that appears in the Herald during the month of August. General advertising for such lines as Chiclets, Sunlight Soap, etc., are not to be included. When you decide which local ad. interests you most enclose it with your letter and state what day the ad. appeared.

Good Way To Use Acid Test

One cannot help thinking that the Lethbridge *Herald* has taken a good way in running this advertisement of finding out just what the advertising is worth. It is all very well for the copy writer to plan his campaigns and devise attractive-looking pages, but how is it to be known that he is putting them across? After all, if the real or exceptional is in an article, it does not take a very strong ad. to sell the thing.

Stores, as well as newspapers, could very well follow this same line. It would pay them occasionally to start a bit of a contest along these lines. Supposing a store were to offer a prize, perhaps in merchandise, or in cash, for the best criticism, favorable or unfavorable, of their publicity methods and work, a lot of good suggestions might come out. It is not altogether the best way to offer a reward for the telling of what interests the reader the most, but an attempt should be made to get at those parts of the work which fail to interest. As much good can be done by weeding out the weak features as by adding strong ones.

Agency News

The Baker Advertising Agency, Toronto, is conducting a campaign in newspapers and trade papers for Goodyear Industrial Hose. Publications throughout Canada are to be used.

A new account has been secured by the Baker Agency in the Four Wheel Drive Auto Co., Limited, Kitchener. The head office of the company is located at Clintonville, Wis.; the Canadian branch has just been established. They make the well-known F.W.D. trucks, and the first advertising campaign here has been put on in the Toronto dailies during the National Exhibition. A more extensive campaign will probably be conducted later.

The largest amount of space on record in Canada exclusively devoted to an automobile and its accessories was the eight-page spread of the Gray-Dort Motors in the August 31st edition of the Toronto *Sunday World*. The Baker Agency promoted the idea in co-operation with the advertising.

While transporting a Gerhard Heintzman phonograph by aeroplane from Toronto to Hamilton, the machine became detached and fell to earth. It was damaged, of course, but when sent back to the factory for inspection it was found to be in just as good playing condition as when it was shipped. Thus the quality in construction of the machine was demonstrated. With the idea of exploiting this unique test in construction large space will be taken in the newspapers throughout the country, telling the story of the phonograph's experience. The Baker Agency is placing the space.

The Pelman Institute is exploiting a system of will and memory training, using space in dailies, farm papers and magazines. The account has recently been entrusted to the Norris-Patterson Agency, Toronto.

Copy is now going out from the Norris-Patterson Agency for Dr. A. C. Daniel's Veterinary Remedies. The list is limited to Ontario dailies, weeklies and farm papers.

Heaton's Industrial Agency, Toronto, is placing contracts for advertising through the Norris-Patterson Agency in United States papers, with the object of inducing American manufacturers to locate in Canada.

What the Comp. Can Do

Fredericton *Mail*:—Sir Herbert Ames, M.P., has accepted the post of financial director of the permanent Secretariat of the League of Nations, which will probably be at Geneva. Sir Herbert will RETAIL his seat at Ottawa.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers

By H. A. Nicholson, Manager Printer and Publisher

IT was the original intention to conduct this department for six months, then suspend it for a period. In view of its favorable acceptance by PRINTER AND PUBLISHER readers, however, the original intention was abandoned. The department now has been conducted for a year and still there is a strong demand for it, which we hope may explain the reason for its continuation. The foregoing conclusions were arrived at, it may be stated, from correspondence to PRINTER AND PUBLISHER which frequently contains a complimentary reference showing some indication of appreciation for our efforts to give something practical toward the promotion of better advertisement display.

One subscriber to PRINTER AND PUBLISHER recently stated that he habitually clipped the reset ads. and pasted them up on the walls of his composing room. This is assuredly making good use of the department, a plan which may be recommended to others. The object of course is obvious.

A LIVE SUBJECT OPENED

Another subscriber, in discussing this department, put to us a rather interesting query which seems very appropriate for discussion here. The question reduced to a few words is as follows: *What is the best or most approved method by which a compositor may proceed in the task of setting an advertisement?*

If we understand the foregoing question rightly what is meant is this: Assuming that a compositor understands typographical balance, harmony, tone, contrast, appropriateness, grouping, proportion, etc., how should he proceed to work after taking a piece of copy in hand?

This is a very interesting subject, a subject of greater importance than one might consider at first thought. It is a subject of considerable importance because of the tendency of many compositors to commence the setting of a job or advertisement without thoroughly analyzing the copy. They are too apt to give the copy a mere "once over," then proceed with the setting and trust to luck for results. Luck invariably runs against the compositor. He finds he has to set many lines over and make numerous adjustments before the work is satisfactorily completed. The practice means lost time and indifferent results. Compositors should analyze copy thoroughly, and from this analysis form in his mind the plan to follow, and firmly fix it there. Better still, let him make a rough layout of plan with paper and pencil. In the layout lies one of the great secrets of setting advertisements speedily and satisfactorily, and we wish this method to be taken as our answer to the interrogation: "What is the best and most approved method by which a compositor may go about the setting of an advertisement?"

After an analysis of the copy has been made the layout is easily drafted. The time devoted to it is more than gained in putting the type together, and the compositor finds his task more pleasant and the results more satisfactory when the work is completed.

It requires no particular artistry to make a rough plan, or layout. Every compositor can easily acquire the knack, and speed and precision is gained with practice. It is only necessary to "letter in" the main display. The text and less important matter may be indicated with rough lines, occupying the mount of space deemed necessary.

RESET ADVERTISEMENTS

The reset advertisements in this department are set up via the layout system. They are drafted, however, by the writer before going to the compositor. Now permit us to enter into the usual discussion of the advertisements pertaining to this department which are shown on the succeeding pages.

A rather good class of ads. have been selected this month for criticism, the object being to vary as much as possible our field of endeavor.

Advertisement No. 1.—The grouping of the elements in this advertisement is not as good as it might be. The subject matter lacks cohesion. It is sprawled in an unnecessary manner and is not pleasing to the eye, nor as easy to read as it could be.

In setting advertisements of this character strict attention should be paid to grouping. The copy should be carefully analyzed and the display lines and text separated into units with white space. The elements which enter into the composition of the ad. have been grouped to a certain extent, but, in too indistinctive style. Each group should have been more compact. A comparison of the original with the reset advertisement readily explains the point of this criticism.

Advertisement No. 2.—This advertisement presents quite a good appearance. It is neat but lacks punch. It has not been treated to its fullest possibilities from a standpoint of display. There are so many advertisements over-displayed that this advertisement might be allowed to pass by virtue of contrast, but it possesses a fault that is worthy of discussion, a fault that is seldom noticed in advertisements of its kind. This fault is in the monotony of margins. The space between the outside border and the inside border is the same as the space between the inside border and the main portion of the type. This monotony of margins prevents the message from standing out in relief.

The benefit of varying the margin may be easily appreciated by reference to our reset advertisement. We have also built up the "display" to give strength to ad.

Advertisement No. 3.—The use of a line or two set in caps may be occasionally employed to give strength to an advertisement. However, it is well to remember that a succession of lines set in caps are hard to read, besides being stiff and harsh in appearance. The text of this ad. is somewhat afflicted with an overplus of cap lines, and the underscoring of these lines hardly helps to mitigate the affliction. The top line, too, would assuredly be enhanced with the rules omitted. Picture a number of ads. on a page underscored after this fashion and with as many lines set in capitals. The picture would be anything but captivating to the eye. Compare the original with the reset.

Advertisement No. 4.—The compositor who set this ad. has a liking for white space but he shows inconsistency in applying it. For instance he starts off by allowing an extravagant amount at the top, then proceeds to ignore the demand for balance thereafter. The set-up would have been enhanced in appearance with the white space equalized above and at the sides of the two head lines, then indenting the text matter that follows.

The cut-off rules could be eliminated to advantage too. They are out of date and only used by modern typographers in this class of advertisement setting when absolutely necessary—in this case there is no particular necessity for their use. Note reset advertisement.

IF YOUR SYSTEM
IS RUN DOWN

by all means take advantage of the new strength and vigor to be had by using

Nyal's Nutritative Hypophosphites

This splendid remedy will increase your appetite and by also increasing the flow of gastric juices it will enable you to get the full strength from every meal you eat.

Try this tonic and we feel sure that you will soon enjoy your former good health.

Price $1.00 a Bottle

Dark's Drug Store

DRUGGIST OPTICIAN STATIONER

Eyes Tested Glasses Fitted

Satisfaction Guaranteed

Advertisement No. 1—From the Independent, Bigger, Sask. Reset on opposite page.

If Your System is Run Down

by all means take advantage of the new strength and vigor to be had by using

Nyal's Nutritative Hypophosphites

This splendid remedy will increase your appetite and by also increasing the flow of gastric juices it will enable you to get the full strength from every meal you eat.

Try this tonic and we feel sure that you will soon enjoy your former good health.

Price **$1.00** bottle

Dark's Drug Store

Druggist — Stationer — Optician

Eyes Tested, Glasses Fitted, Satisfaction Guaranteed

Reset Advertisement No. 1

Write direct to the mining camps for information on the development of the silver and gold mines of Northern Ontario.

Private wire connecting Porcupine, Cobalt, Toronto and New York Curb.

HAMILTON B. WILLS.

BROKER

Cobalt, Ont. - Timmins, Ont.

Advertisement No. 2—From The Daily Nugget, Cobalt.

Write Direct to the Mining Camps

for information on development of the Silver and Gold Mines of Northern Manitoba.

Private Wire Connecting Porcupine, Cobalt, Toronto, and New York Curb

Hamilton B. Wills

Broker

Cobalt, Ont. Timmins, Ont.

Reset Advertisement No. 2

The Pas Herald

NORTHERN MANITOBA'S
SOLE ADVERTISING AND
∴ ∴ NEWS MEDIUM ∴ ∴

Devoted entirely to the Development and Advancement of the Natural Resources and the Upbuilding of New Manitoba

JOB PRINTING of all kinds
BOOK PRINTING
BOOK BINDING

Our Prices are Winnipeg Union Job Printers' Prices, and YOU PAY MORE BY SENDING YOUR PRINTING OUT OF THE TOWN

Advertisement No. 3—From The Pas Herald, Pas, Man.

The Pas Herald

Northern Manitoba's
Sole Advertising and
News Medium

Devoted entirely to the Development and Advancement of the Natural Resources and the Upbuilding of New Manitoba.

Job Printing of all kinds

Book Printing
Book Binding

Our prices are Winnipeg Union Job Printers' prices, and YOU PAY MORE by sending your printing out of town.

Reset Advertisement No. 3

Patricia Service On Fair Grounds

The management of the Big Fair engaged our service to cater to the Patrons on the Fair grounds. We are sparing no expense to give you the best and most courteous treatment.

Look for the Patricia sign. Ask for what you want, we will have it in stock.

Our Store in the City

will be your resting place
when down town.
We invite you to come in and see us.

The Patricia

HARRY G. DOMNAS

CENTRE STREET PHONE 165

ASSINIBOIA, SASK.

Advertisement No. 4—From the Assiniboia Times, Assiniboia, Sask. Original size 2 col. by 10½ inches deep.

Patricia Service
On the Fair Grounds

The management of the Big Fair engaged our service to cater to the patrons on the Fair Grounds. We are sparing no expense to give you the best and most courteous treatment.

LOOK FOR THE PATRICIA SIGN!

Ask for what you want, we will have it in stock.

Our Store in the City

will be your resting place when down town. We invite you to come in and see us.

The PATRICIA

Harry G. Damoras
Centre Street, Assiniboia, Sask.
Phone 165

Reset Advertisement No. 4

The Getting Out of a Costly Catalogue

Some of the Problems in the Way

By W. J. HEALY

TWO or three years ago a large Canadian steel company, whose several plants were working 24 hours a day on profitable war orders, conceived the very practical idea that it was a good time to start to make some provision for after the war business.

The company had never done regular advertising, though its officials were fully alive to the value of the right kind of publicity. Special "write-ups" of their industrial plants had appeared from time to time in machinery and financial papers, and now and then a booklet was issued describing some new features of their mechanical equipment.

But it was felt that something considerably more elaborate should be undertaken—some publication should be put out that would do justice to the unequalled facilities this company enjoyed for the production of railway and marine equipment and other lines of heavy mechanical supplies.

Such a thing as an advertising department had never been found necessary, nor was there anyone in the whole organization who paid any particular attention to publicity matters. Still it was felt that the time had come to produce a publication that would express in fitting manner the importance, reliability and capability of the firm, to the big buyers of their line, both in Canada and abroad. They were just completing some large war orders for the French and Russian Governments, as well as for Great Britain, and it was felt that the connection already established with these countries would be likely to be maintained and strengthened by issuing the proper kind of an illustrated publication, in various languages.

After many months of thinking about it, the firm decided to go ahead and get started, and the writer was commissioned to study the proposition and suggest something definite. The only material at hand to work on was two or three semi-technical booklets and clippings from financial and machinery journals which had "written up" the industry a year or two previously, also a few rather indifferent photographs of the plants and some excellent photographs of a number of their finished products. With these as a foundation it was required to produce a book that would do full justice to one of Canada's foremost industrial concerns, and serve as its representative with British and foreign governments and firms.

As the company was the largest and most important in its line, and as most of its products were big in size, it seemed proper that the book should be large and somewhat imposing and substantial in appearance. A dummy was made up, 14 by 10 inches in size, and about three-quarters of an inch thick, bound with rich brown cloth sides, over heavy millboard, leather back, with title stamped in gold, and a Royal ensign in three colors tipped on the front cover. The inside, which was to contain many large half tones, was 125 pound coated paper, with heavy antique cover stock for "end leaves." Suitable border designs were drawn on the latter, as well as for the title page and the pages that were to make up the balance of the book. An attractive frontispiece and introductory page were designed, then a double page showing the arrangement proposed for reading matter and illustrations, to be uniform throughout the greater part of the book.

This dummy, which had been made up with considerable care, was submitted to two representatives of the company, and by them to the president and directors. It received their approval with only one or two minor alterations, and the word was given to go ahead.

The Work Under Way

An experienced photographer was engaged and sent to the plants, several hundred miles distant, with instructions to stay until he had got the best available photograph of every building—exterior and interior views—every machine, every warehouse and stock room—in fact, every bit of the company's plant and equipment that could be satisfactorily photographed.

In the meantime, the writer set to work with the material at hand to produce a story of the organization. The reading matter was to run in a narrow panel on every page of the book—100 in all, according to the preliminary plan—with a large half-tone cut occupying the outside three-quarters of each page. The illustrations were really intended to tell the story and convey the desired impression of the organization and the text to supply details for those who might want them.

After four weeks spent at the plants, the photographer returned with a trunk full of plates and a tale of woe. Unfortunately, he had been given the job at the end of November, when the days are short and sunshine scarce. He found the plant running 24 hours a day, the interior of almost every building filled with dust and smoke, and so much vibration due to the operation of heavy machinery that to get a good negative of an interior was almost an impossibility. However, such as they were, he brought over 100 plates, which he set to work to develop and print.

Meanwhile the reading matter had been coming along gradually, and by the time the last of the photographs were ready for inspection, the story was complete and ready for type.

Many of the photographs, owing to the conditions under which they had been taken, proved to be almost unfit for use. The only solution of the difficulty was to engage a skilled mechanical retoucher, who, by the aid of air brush and other accessories, could reconstruct the interiors from the very black, indistinct photographs that made up over half of the lot. To get a uniform effect, this had to be done entirely by one man—especially as only one really high-grade man was available for the job. After some weeks of day and night work, the retouching was completed—the half-tones having been made, meantime, as fast as individual photographs were completed.

The Usual Thing Happens

The reading matter, after considerable revision at the last moment to satisfy the engineering department of the company, was finally set up and was found to fall short of the space allotted to it by about fifteen pages. This situation was overcome by addition of matter to fill five pages, and by running an index to the plates, filling the remaining ten pages.

The plates were now arranged in the order in which they were to appear, and as fast as each eight page form could be made up and O.K'd, it was sent to press. It appeared that, all things considered, we had got off to a pretty good start. It turned out, however, that the real problems were still to be met.

The large drawings from which cuts for the border tints were to be made had been carefully drawn, original zincs made, and from these enough electros to print two eight-page forms at a time. When the first form was put on the press, and the large half-tones were being made to register inside the borders, it was found that the latter were not square. The original drawing was examined and found to be perfectly square, but apparently in making the original cuts the negatives had not been handled carefully enough when printing on the zinc. In any case, the narrow white margins between the border tints and the outer edges of the half-tones were uneven. Some very careful adjusting had to be done before the difficulty was overcome, but it was overcome to such an extent that no one ever noticed that anything was wrong when the book was finished.

After this difficulty had been disposed of, came up the

question of translating the matter into French, Spanish and Russian. A lot of it was rather technical—abounding in words and phrases dear to the heart of the mechanical engineer, but Sanscrit to the average layman. However, the English text was turned over to an experienced translator whose work had been found very satisfactory on many important translating jobs. He examined the copy, said it was not easy to translate, but that if given plenty of time he could do it in first-class shape.

At the end of three weeks he presented a nicely typewritten copy of the matter in French, and to the writer, who has a very good working knowledge of the language, it looked and read like the genuine article. However, we sent it to the engineering headquarters of the company for their approval Nothing more was heard of it for about a month, when it came back accompanied by a new translation and a letter written by one of the French-speaking engineers, stating that the first translation was quite impossible, but that he had made one that was absolutely A number one.

In cases where two doctors disagree, it is usual to call in a third, so the two manuscripts and the English copy were sent to the principal of L'Ecole Polytechnique, Montreal, asking him which, if either, was the better. After a week or ten days he sent back the matter with the verdict that neither translation was much good, but that the second was probably a little less bad than the first. He also sent a bill for a good stiff fee for professional advice.

The company decided it would take the responsibility of using its own engineer's translation, so the French copy was set up, and the French edition prepared for printing.

Meanwhile, the press work of the English edition had been going ahead, also the bindery work, and before the French edition was sent to press, some copies of the English books were completed, examined by officials of the company, and pronounced to be very satisfactory.

Then Came the Linguists

Now came the real problem of the whole undertaking—to get the reading matter properly translated into Spanish and Russian. To get the worst over first, if possible, I went to the office of the Russian consul, and after considerable talking, got the information that there was probably only one Russian in Montreal capable of translating work of this kind. The man recommended proved to be the manager of a Russian employment agency—a man speaking English fluently, and claiming to be an expert Russian linguist, quite capable of handling technical work.

I felt none too sure of his ability, but told him to try the first few pages, and let me know in a few days if he could absolutely guarantee a first-class translation. At the end of a week he reported that it was far too technical and difficult a job for him—in fact, that in its present form it couldn't be done into Russian at all!

As the company was now very anxious to have the whole thing finished, I took the train that evening for New York, and the following day went to the office of the Export Information Bureau of the *Dry Goods Economist*, which I understood had a good deal to do with various kinds of foreign advertising and printed matter. The manager of the bureau, Mr. Reed, was very obliging, and in spite of the warning I gave him as to the technical nature of the work, he undertook to furnish me with a first-class Spanish and Russian translation for $100 each. As reference he gave the name of an official trade representative of the Russian Government, who, when consulted, stated he would guarantee that anything Mr. Reed undertook to do would be satisfactorily done. So it appeared that this difficulty had been easily overcome.

Next I went down to Lafayette Street, to a Yiddish printer, recommended by the Russian official, and made arrangements with him to set up the Russian matter on the linotype, and supply electros of the reading matter as well as of the captions under the large cuts.

About a week after returning to Montreal, I was advised by Mr. Reed that the Russian translator who had undertaken the work had been unable to handle it satisfactorily. He stated that he was in touch with another man, probably the only Russian in the United States who could make such a translation satisfactorily, and that this man's charge for the work would be $250. This seemed to be a pretty big advance over the original price of $100, but it appeared to be either that or nothing, so I got authorization to go ahead with the $250 man.

To some who have read thus far it might appear that it was unwise to use so much technical matter in a book of this kind, which was intended largely for distribution among big business executives and Government officials. However, it was the belief of the company that in many cases, when the book would be received by a large corporation, it would very likely be referred to the technical or engineering department, to determine whether those particular grades of ore, these special refining and tempering processes, etc., were likely to produce the kind of product that would be best for some special purpose. In fact, some of the illustrations required technical explanation to show what they really illustrated.

Finally we received the Spanish translation—about the time the French edition was completed—and in due time the Russian translation was finished, and the matter set up, electrotyped and printed.

All four editions were printed in two colors, throughout, 110 pages in all, and outside of the difficulties described above, all four editions went through without a mishap or serious error.

On the whole it was by no means an easy piece of work to handle, but the redeeming features were, first, the attitude of the company in letting me work it out to the best of my ability along the general lines approved by them at the start; second, their willingness to O.K. any reasonable and necessary expense caused by unforeseen conditions; and thirdly, their appreciation of the fact that, to produce a book of this kind and do it right, a very considerable amount of time is necessary.

The book itself apparently proved quite a satisfactory and profitable investment, though the course of events in Russia rendered the Russian edition of little immediate use. The English, French and Spanish editions were distributed at once, brought the company very fine acknowledgments from many of the firms and foreign Government officials who received them, and opened the way to a good deal of important business.

Annual Meeting of Maritime C.P.A.

Truro.—The Maritime Province division of the Canadian Press Association met here with a fair attendance from Nova Scotia and New Brunswick. The session was of uncommon interest and profit because of the presence of W. J. Taylor, president of the National Association, and J. M. Imrie, its general manager.

Mr. Taylor made a strong address advocating newspaper support for the forthcoming and final Victory loan and quite carried the meeting with his compact and forceful presentation of the matter.

General Manager Imrie, in the course of the proceedings, spoke on the newsprint situation in Canada and on the subject of advertising and his grasp of these subjects, together with his impressive analysis and instructive views, commanded very marked appreciation.

As the discussion proceeded more rapidly than had been expected it was found possible to complete the programme at the afternoon session. Next year's meeting will be held in New Brunswick, probably in St. John or Moncton. J. C. Keating, of the Moncton *Times*, presided.

These officers were elected for the ensuing year:

E. W. McCready, St. John, *Telegraph and Times*, president.

Edwin C. Young, Halifax, *Chronicle and Echo*, vice-president for Nova Scotia.

J. D. McKenna, Sussex *Record*, vice-president for New Brunswick.

J. R. Burnett, Charlotte *Guardian*, vice-president for P. E. Island.

A. D. McNeil, Glace Bay *Gazette*, secretary.

J. P. Malaney, Woodstock *Press*, treasurer.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

Fernie *Free Press*: The Optimus press belonging to the *Ledger* plant was this week sold by Miller & Richards to an Edmonton firm. It has been shipped.

J. A. MacKelvie, editor of the Vernon *News*, was a visitor at Medicine Hat, Alta., last month, attending the Interprovincial Irrigation Association three-day conference.

F. F. Payne, of the Nelson *Daily News*, has been named a member of the reception committee in connection with the visit of the Prince of Wales to that city next month.

The Fernie *Ledger* is being moved to Calgary, Alta. Its future is a bit doubtful owing to the O.B.U. and reorganized U.M.W.A. controversy as to the ownership of it.

W. A. Myers, of the Cranbrook *Herald*, has just written "An Appreciation of the Fleet," which is pronounced by Bishop Roper of Victoria, to be one of the classics of the recent war.

W. F. Satre, who was associated with L. P. Sullivan in the recent launching of the Cranbrook *Courier*, has severed his connection with the paper, and is now living at Vancouver.

H. F. Wheeler has retired as news editor of the Nelson *Daily News*, and is now on the staff of the Vancouver *Sun*. W. A. Curran, a returned soldier and former *News* employee, succeeds him.

The Creston *Review* recently pointed out that since 1914, with the exception of the *Review* and the Fernie *Free Press*, every paper in East and West Kootenay had changed hands or management at least once.

All city municipalities are compelled by provincial enactment to hold yearly sales of lands in arrears for taxes. However, an all-wise Legislature has decreed that the advertising of the sale of these lands is entirely optional with the different councils.

The favored ones of British Columbia journalism are looking forward with pleasurable anticipation to the advertising this month of the Provincial lands that are to be sold for arrears of taxes. A year ago about $100,000 was spent for advertising of this nature.

W. B. Willcox, formerly of the Trail *News*, who is renewing his youth and old acquaintances in Eastern Canada, is contributing a series of very readable articles on his experiences to the Nelson *Daily News*, under the standing head of "Experiences of a Tenderfoot in the Cent-Belted East."

Chilliwack (B. C.) *Progress*:—Mr. Edgar H. Sands, of White Rock, B.C., arrived in the city last week to join the staff of the *Progress*. He has had considerable experience in newspaper work on the coast, having been connected with the Vancouver *News-Advertiser* for many years, when that paper was under the management of Mr. Carter-Cotton. He was also associated with the editorial staff of the *World* and other coast papers in pre-war days.

Creston (B.C.) *Review*:—The withdrawal of H. W. Power within two months of the disappearance of W. B. Willcox of the Trail *News* forcibly reminds one that the life of the average B.C. newspaperman in one location is not of long duration. Next week the writer will have accomplished five years at the head of the *Review* and it will surprise many to know that within even that short time with one exception every newspaper published in the whole Kootenay country has undergone one or more changes; two have disappeared entirely; and two have been resurrected—if we may term the Cranbrook *Courier* a successor to the late lamented *Prospector* of the same town. The other survivor of the five-year period is Bro. Wallace, of the Fernie *Free Press*. The papers that have come to an untimely end were the *Record* of New Denver, and the old *Mail* of Revelstoke. The *Review* now serves Revelstoke with a record of three editors in the five years, while at Rossland and Trail there have been changes within the same period. The Cranbrook *Herald* has had half a dozen try out their 'prentice hand in that time, while at Golden the *Star* has averaged two new editors a year almost since the war broke out. Even the Nelson *Daily News* has made two shifts in the same space of time. As covering a period when changes were the exception rather than the rule in established businesses Kootenay newspaperdom has witnessed rejuvenation that is indeed unique.

Kamloops *Standard-Sentinel*: Quite a change has taken place in the editorial situation of British Columbia. W. B. Wilcox, one of the later pioneers who started the Phoenix *Pioneer*, and H. T. Power, who has been in Kaslo for many years past with the *Kootenaian* and knows every man, woman and child in that district; and there has been that veteran James Greer, who has set type and written many good articles for the benefit of the various communities in which he lived. These were three men who have been located in mining communities and they have argued for trails, roads and bridges for the last twenty years, and in many cases legislators have listened to their arguments and made greater or lesser appropriations to meet the demands of the people. Two of the men British Columbia has lost, W. B. Wilcox and H. T. Power, both going to Spokane; Mr. Wilcox to engage in business for himself and Mr. Power to become assistant editor of the well-known mining paper, *Truth*. Mr. Greer goes to Kaslo to take the *Kootenaian* under a lease. We have known these three men and we have known them well, and wherever they are located that community is the better off. As newspapermen they are old in the business, yet to them youth is still a bubbling stream and there is no day when either of them can say too much for good old British Columbia where they have lived so long. Although we regret that two of them have left British Columbia and rejoice over the other remaining here, we wish for all of them what a tried and true newspaperman is used to—the best on earth.

Saskatchewan

The Crandall *Enterprise* will begin publication this week, the former editor, R. M. Whylock, having returned from overseas.

A. W. Moscarella has resigned as advertising manager of the Regina Trading Company, and has accepted a position on the staff of the Winnipeg *Tribune*.

Mr. W. S. Taylor, publisher of the Delisle *Advocate*, recently left for England after visiting Toronto, Ottawa and Niagara Falls. Mr. A. J. Heide, recently of the Prince Albert *Daily Herald*, will be in charge during Mr. Taylor's absence.

Moose Jaw *Times*:—Lieut. Charlie J. H. McDonald is on his way home via New York, and is expected to arrive in Winnipeg about the end of the month. "Mac," who was known as the "kid officer" by the men of the 46th Saskatchewan Battalion in France, joined up from the *Times* staff in the latter part of 1915 with the 128th and when he left here was a corporal. He went to France with the 46th and was twice wounded on the Lens sector, once severely by bullets from a machine gun while on patrol, one of which passed through his nose. Since November, 1918, he has been filling a staff position on the demobilization staff of M. D. 10, first at Kinmel, and then at Witley. With the closing of the latter camp he sailed for Canada on the 20th, via New York. It is not yet known whether he is bringing a wife, but his engagement is announced to the nurse who looked after him in London, Miss Muriel Ogden.

Manitoba

T. W. Rowland, a member of the Winnipeg *Telegram* staff, left for overseas with the Forty-fourth battalion in 1915. He was wounded at battle of Somme in October, 1916. Since the armistice he has been acting C.Q.M.S. Eighteenth Reserve in England. He is now back in Winnipeg.

Ontario

H. N. Moore has gone to Washington for the Montreal *Star*.

F. W. Wilson, Kingston, has been taken on the mechanical staff of the Kingston *Standard*.

Harry Blount is now news editor of the Ottawa *Journal*. He was formerly on the night staff.

Mr. Ernest V. Barker, late of the Smith's Falls *News*, has again opened his printing office at Merrickville.

The Kingston *Whig* has installed a new twenty-page rotary

press, and a special edition was run off in the early part of August.

Fred Beaudry, city editor of the Kingston Standard, left in the early part of August for New York City to spend his vacation.

Gunner H. J. Fleuty, who went overseas with the 33rd Batt., 3rd Div., has returned and is now working with his father on the Oakville *Record*.

T. B. Windross of the Sarnia *Observer*, and his son, have started on a bicycle trip across the continent, going from Portland, Maine, to Portland, Oregon.

Bert F. Claridge, of the *Economist*, is visiting his sister, Mrs. J. A. Tate, Sherbrooke, Que. He is accompanied by his niece, Miss Ruby Claridge, of Dundalk.

Fred Landerou, for eight years with the Halifax *Chronicle* and recently with the Rapid Electrotype Co., Montreal, is now stereotyping for the Kingston *Whig*.

Henry Hill, reporter on the Kingston *Standard*, was skipper of the yacht Seneca, which took part in the regatta at St. Catharines in the early part of July.

As a result of a visit to Chatham of officials of the Lord's Day Alliance, dealers are receiving notice that the sale of newspapers must cease or prosecutions will follow.

George Holland, formerly cashier and assistant accountant for the Kingston *Whig*, who went overseas with the 146th Battalion, has returned and is now with the circulation department.

Charles H. Whitehead, for many years with the Brantford *Expositor*, has taken over the Kingsville *Reporter*. Previous to going to Brantford Mr. Whitehead was in Ottawa.

J. W. Correll, formerly editor of the Victoria County *News*, has returned to Perth after an absence of ten years and will again publish the *News*, the first issue to appear this week.

Fred. Beaudry and J. Courtland Elliott, of the Kingston *Standard* and *Whig*, were chosen judges in a competition for a fishing rod donated for the best base stealer in the City Baseball League.

The Kingston *Whig* completed a silver jubilee on July 25th, for it was exactly twenty-five years before that the ground was broken on King Street for the erection of the fine building which is now occupied.

Fred James has returned from overseas, and is with the Ottawa *Citizen*. He went across first with the second battalion, and was wounded. Later he went as correspondent with the Canadian forces.

Stewart Hanna, son of the late Dr. A. E. Hanna, M.P., of Perth, has joined the staff of the *Record News*, Smiths Falls, as reporter and local editor. He has been on the Peterboro *Review* for the last two years.

The marriage took place in Toronto of Helen Marr, daughter of Mr. and Mrs. J. E. Murray, Arlington Ave., and Capt. Edward Blake Archibald. Capt. Archibald is associate sporting editor of the *Journal* papers at Ottawa.

Lieut.-Col. H. E. Pense, formerly linotype operator on the Kingston *Whig*, who was officer commanding the 21st Battalion overseas, joined the ranks of the benedicts recently when he was married to Miss Dorothy Nicol, of Kingston.

Brockville *Recorder*: K. D. Maclean, at one time editor of the Prescott *Telegraph*, who returned to Canada per steamer "Scotian" recently after spending four and a half years in Scotland, visited his eldest brother, Donald Maclean, 69 George street. Mr. Maclean is en route to visit other relatives in Toronto.

J. Courtland Elliott, sporting writer on the Kingston *Whig*, returned in the latter part of July from a short fishing trip up the Madawaska River, where he was securing material for some special articles. He was the guest of Mr. J. S. Box and Sergt. Willard Box, the winners of the Toronto *Star* fishing competition for the past two years.

Mr. W. J. Laut, for a number of years managing editor of the London *Advertiser*, has severed his connection with that paper, after having the satisfaction of seeing it "put across" as a morning paper. Just what Mr. Laut is turning to is not stated definitely, but it is understood that he is turning to something else in the publishing business.

Plans for the immediate construction of a big paper plant were discussed and endorsed by the Brockville Board of Trade and a strong agreement entered into with the promoters, the chief of whom are C. F. Buss, of Mille Roches, and J. R. Buchanan, of Ottawa. It is proposed to give the company a site on which work will be commenced at once.

After many previous efforts having been made, an organizer from the International Typographical Union has been in Kitchener the past week. He organized the printers of Kitchener and Waterloo, and at a meeting of nearly all those working at the trade a charter was granted. Officers elected are: President, W. G. Johnston; vice-president, F. Pollakowsky, sec.-treas., George Hamon; sergeant at arms, Ernest Kopf.

NO morning daily in Canada, which has not used premiums or other artificial circulation stimulants, has attained one half The Globe's present circulation.

The Globe has never used a premium or other artificial circulation stimulant.

No other morning paper in Canada, even with premiums, approaches The Globe's circulation by many thousands daily.

No other daily in Canada, morning or evening, maintains a higher advertising rate than The Globe.

No other morning paper carries so much General Advertising.

The Globe
TORONTO

George F. Pearson has gone to the Montreal office of the MacLean Publishing Co. in the interest of the mechanical papers. Mr. Pearson went overseas with the Princess Pats, and was wounded several times. Since coming back he has written considerably and well of his experiences and has lectured extensively in the United States. He was with the Toronto office of the MacLean organization before going overseas.

The London *Free Press* has inaugurated a circulation campaign on a rather ambitious basis, the prizes for the most part being trips to Europe, covering much of the Western front. Those who do not win will be rewarded by 10 per cent. on advance subscriptions. The contest closes in December, and the trips, which are conducted by the well-known Thomas Cook and Son Agency, begin on Friday, July 9, next year. A prize of $50 cash is also given to the first person nominating the ultimate highest score among the winners.

Brockville *Recorder and Times*: PRINTER AND PUBLISHER claims for R. H. Constable, an employee of the Woodstock *Sentinel-Review*, the honor of being the oldest active Canadian printer. Mr. Constable is 87 years of age and the father-in-law of T. C. Somerville, of this town, formerly modern languages master at the Brockville Collegiate Institute. He came to this country in 1834 and has been associated with various Ontario publications, being still actively engaged in the *Sentinel-Review* office.

A family in Fergus possesses a record of which any parents may well feel proud. The Fergus Board of Education for several years has awarded medals to the pupils from town and country taking the highest marks at the local entrance examinations. Miss Margaret Templin, the youngest daughter of Mr. J. C. Templin, editor of the Fergus *News-Record*, is this year the winner of the town medal, having taken the highest marks out of 55 trying. All three of the Templin children have in turn been winners of this medal, a record which certainly cannot be surpassed, if equalled, anywhere.

Hamilton *Times* Editorial:—Isaac Christian is dead. He died this morning in St. Joseph's Hospital after a week's illness. Isaac was a well-known printer, having been connected with the *Times* office since he was a lad, retiring from work some ten or twelve years ago, and living retired at the Beach. For a great many years Isaac "ran off" the *Times* on the newspaper press, and was known by almost every route boy and newsboy in

the city, and he had a great many friends among the printing fraternity. He never lost his interest in the *Times* and it was only recently that he visited the office. His widow and family have the sympathy of the *Times* in their loss.

On Monday, August 4th, the staff of the Owen Sound *Sun-Times*, and the staff of Richardson, Bond & Wright, Ltd., Owen Sound, held their first annual picnic on the Cape Croker Indian Reserve, about 35 miles from Owen Sound. The above two companies have separate plants, but are affiliated, both being controlled by Messrs. C. A. Fleming, Howard Fleming and Stuart Fleming. There are about sixty employees between the two plants, and with their families and friends made up a party of over one hundred and fifty. Judging from the reports of the day's outing, the Indians on the reserve enjoyed the picnic fully as much as the Owen Sound delegation.

Arthur Gaudreau, for many years associated with the Kingston papers as ad. setter, left the *Whig* in July to take a position with the Toronto *Mail and Empire*. Harry McCrumb, linotype operator from the Fort William *Times-Journal*, is doing ad work on the Kingston *Whig*. Fred Horrigan, Toronto, is a new linotype operator on the Kingston *Whig*. Gordon Long, formerly on the Peterboro' *Examiner*, is doing ad setting for the Kingston *Whig*. Alfred Fraser, linotype operator on the Kingston *Whig*, has accepted a similar position at his home in Huntingdon, Que. James Garrigan, who left the Kingston *Whig* job department to go overseas with the Mounted Rifles, has returned to his former position.

Smiths Falls *Record*: An interesting case has developed in Peterborough recently which bids fair to end in a libel action against the *Daily Record*, of which A. H. Stratton is managing director. The G.W.V.A. objected to a police sergeant engaging in the automobile business in his hours off duty. They claimed that he was doing another man out of work while holding down a salaried position. This, the veterans alleged, was contrary to the rules of the department. The *Review* upheld them in this contention and attacked the Police Commission for deciding against the complainant. As a result, Sergeant Blade through a legal firm has insisted upon an apology which the newspaper refuses to make, re-affirming its former statement and defying the lawyers to do their worst.

The death is announced of R. L. Mortimer, publisher of the Shelburne *Free Press*. His schooling, as a boy, took place at the old Rockwood Academy, Collingwood Collegiate and Ottawa Normal, after which he taught school for some years. It was in 1885 that he became editor of the Shelburne *Free Press*. He kept his paper well to the front of the weeklies. For many years Mr. Mortimer was secretary of the Dufferin Liberal-Conservative Association, to which position he has been succeeded by his nephew, R. E. Mortimer. He also held the position of Secretary of the Melancthon Agricultural Society and the Shelburne Turf Association for some years and at the time of his death was local agent for the Grand Trunk Railway and the Canadian Express Co. He was a member of the local Court I.O.F., of which society he has been Treasurer for fifteen years. He was also a member of Strathcona Lodge, No. 326, I.O.O.F., and L.O.L., No. 1321, the brethren of the latter society conducting their service at his interment.

On August 2nd Mr. A. R. Fawcett, editor and proprietor of the Burks Falls *Arrow*, and founder of the Flesherton *Advance*, died very suddenly. He was about 60 years of age and a strong, healthy man, who seemed to have many years of usefulness ahead of him. He was born in the township of Euphrasia, about two miles south of Heathcote, served his apprenticeship to the printing trade in the *Union Standard*, the first paper published in Thornbury and soon went to Flesherton, where he started a job office and shortly afterward launched the *Advance*. About thirty years ago he went to Streetsville, where he published a paper for a few years. He subsequently went to Toronto Junction and some ten years ago to Burks Falls. He also owned the Thornbury *Herald* for a time and ran it and the *Arrow* for a year or two, but sold out after the war started and put all his energies on the *Arrow*. He was a member of the Methodist church and a man of very pronounced views on all moral questions. He had a son killed in the war and felt the loss very keenly.

Mr. William J. Hevey, former secretary of the District Trades and Labor Council, caused a writ to be issued by his legal adviser, Mr. Frank Kilmer, K.C., for damages against Mr. James Simpson, editor of the *Industrial Banner*. The writ claims that the damages are "for libel which was published on August 7, 1919, at a meeting of the District Trades and Labor Council, by reading the same to the meeting and by distributing copies to the delegates present and to the newspaper reporters." The amount of the damages claimed by Mr. Hevey is not stated on the writ, but Mr. Hevey said that it would be for $10,000. This is the second writ which has been issued against Mr. Simpson within the last few days, Mr. A. E. O'Leary having also issued one for the same amount on a similar charge. Mr. A. W. Roebuck is acting on behalf of Mr. Simpson. The case has been exciting considerable comment in labor circles recently, owing to the serious nature of the charges which were brought against Messrs. Hevey and O'Leary, who were accused of having attempted to sell the interests of the Trades and Labor Council to the Toronto Employers' Association.

Maritime Provinces

John Pond has given up the editorship of the Summerside (P.E.I.) *Pioneer* and returns to the Old Country very shortly.

Mr. Eccleston, of the Rolland Paper Co., has been visiting the trade in the Maritime Provinces and reports business better than usual.

Mr. F. B. Lancaster, formerly representing the Canada Paper Co., Montreal, in the Maritime Provinces, has resigned and formed the Maritime Paper Co., with warehouse and head office in Moncton.

The many correspondents who were in Halifax at the coming of the Prince were well used while here They were taken all around the harbor and on board an Italian battleship.

Printers and bookbinders in the Maritime Provinces are busy and compositors and boys scarce. The boy problem in the printing offices is beginning to be a serious problem, which both the employing printer and typographical union will have to consider very seriously. Unless special inducements are offered the boy will not learn the printing business.

John S. MacDonald has resigned his position as editor of the Glace Bay *Gazette* and leaves for New Glasgow, where he has secured a very lucrative position with the Nova Scotia Steel and Coal Company. As editor of the *Gazette* Mr. MacDonald was noted for his fearless and honest writing, and in his going into new fields of labor, journalism loses one of its ablest men.

One of the most sensational incidents of the past fortnight was the arrest of a member of the staff of a Halifax newspaper on the charge of perjury. The newspaperman's arrest was a case of "diamond cut diamond." He had himself secured the arrest of a man whose note he held, whom he feared was about to leave the town. The note was not due and the debtor revenged himself by having a warrant issued for the journalist, and he will have to stand trial in the fall.

The Halifax *Herald* and the *Evening Mail* women winners of the trip to the battlefields of France and Flanders, and points of interest on the Continent and Great Britain, have arrived at Liverpool. Miss Ethel Darby, the Newfoundland winner, who was a passenger on the Furness liner "Digby," arrived in Liverpool ten days ago, chaperoned by Mr. and Mrs. Minshull. The other members of the party, the Misses MacDonald, of Glace Bay; Miss Frances Foster, of Amherst, and Mrs. J. J. McMahon, of Millville, Kings, accompanied by Miss Dorothy Henrion of the *Herald* staff, crossed the ocean on the C.P.R. liner "Scandinavian." The sailing of this vessel was delayed seven days owing to strikes of dockers, coal miners and railway employees on the other side. A cable announces their "safe arrival in Liverpool after a glorious trip." They have already commenced their itinerary of Great Britain, and will proceed to France and Belgium next week and see as much of the battlefields as is possible under existing conditions and is permitted by the French and Belgian military authorities, who still exercise rigid control of the battle areas.

Newfoundland

The St. John's *Herald* is adopting the monotype for its needs.

The St. John's *Daily News* is about to install a machine to set all its display matter.

The preliminary hearing in the Morine *Daily Star* of St. John's libel case has been set for Tuesday, July 29.

Editor Brady, of the Trinity *Enterprise*, accompanied by Mrs. Brady, visited St. John's during the middle of August.

Hon. Alex. Mews, editor-in-chief of the *Advocate*, spent part of the month of August visiting various parts of Trinity Bay.

Hon. J. S. Currie, editor St. John's *Daily News*, is visiting the district of Burin, which he represents in the House of Assembly.

J. C. Puddister, business manager *Daily News* of St. John's, has returned home from a month's visit to Canada and United States cities.

A little girl of Dr. Mosdell, editor St. John's *Daily Star*, was badly burned by her clothing catching on fire from the use of matches on 22nd July.

Barnes and Co. of St. John's have secured a monotype operator from Toronto to operate their monotype. The machine was idle for about two months.

S. J. Hefferton, editor *Industrial Worker* of St. John's,

REBUILT MACHINERY

Cylinder Presses

No.
329—7 Col. Quarto Two-Revolution Campbell, front fly delivery, table distribution, 4 form rollers.
204—7 Col. Quarto Hoe Two-Revolution, table distribution, rear tapeless delivery, 4 form rollers.
202—25 x 34 Whitlock Drum Cylinder, table distribution, rear tapeless delivery, 2 form rollers, 4 distributors, back-up.
338—24 x 32½ Diamond with power fixtures.

No.
1873—Two Revolution Swink Press, sheet 25 x 38, good as new.
1864—No. 3 Pony Optimus, bed 26 x 32.
1860—Optimus Two Revolution, bed 40 x 55.
1856—0000 Miehle, bed 46 x 62.
1854—33 x 42 Two-Revolution Campbell, front fly delivery.
1857—Two-Revolution Optimus, bed 37 x 52.
1859—No. 3 Optimus, bed 26 x 32.
527P—Huber-Hodgman, bed 42 x 55.

Miscellaneous Machinery

224—10 x 15 C. & P. Gordon
227—18 x 22 Caxton.
254—14 x 22 Galley-Universal.
315—10 x 15 Falcon.
319—10 x 15 Colts-Armory.
324— 8 x 12 Challenge Gordon.
328—8 x 12 W. & B. Gordon, power fixtures.
341—13 x 19 W. & B. Gordon.
374—10 x 15 Gordon, treadle and power fixtures.
333—30″ Peerless Lever Cutter with interlocking gauge.
350—32″ W. & B. Hand and Power Cutter, with interlocking gauge.
1528—44″ Brown & Carver Auto Cutter, two knives.
112L—½″ Power Morrison Stitcher.
371—10″ Hand Perforator.
375—24″ Rosback, treadle, perforator.

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cruised along the East coast and spent a week at Trinity during the first half of August.

W. P. Beazell, who represented the New York *World* at St. John's, Nfld., during the trans-Atlantic air flights in May and June, left to return to New York on July 19.

The press race in the St. John's, Nfld., regatta, which takes place on 13th August, promises to be an interesting feature. Five crews have already entered.

Edward Klauber, aviation correspondent of the New York *Times*, covered the trans-Atlantic flights from Newfoundland up to the middle of July for his paper.

Hon. J. S. Currie, editor St. John's *Daily News*, spent three weeks touring Burin district, which he represents in the Legislature, and enjoyed some good salmon fishing.

G. D. Carew, of the reportorial sta ffof the *Advocate* of St. John's, has gone to West Shornton, N. H., U.S.A., on a visit to his sister. He is accompanied by his daughter.

Another newspaper has made its appearance in St. John's, Nfld. The *Morning Post* is edited by Dr. Mosdell, and makes the second morning paper for that city at the present time.

A. L. Barrett, of the *Western Star* of Curling, spent the second week of August at St. John's and took in the visit of the Prince of Wales and also the Regatta, for the benefit of his paper.

Frank Waldo, war correspondent with the *Public Ledger*, of Philadelphia, is on a visit to the East Coast of Newfoundland and will spend a while as guest at the Grenfell Mission at St. Anthony.

On the evening of July 12, Roland Gordon Barrett, eldest son of A. L. Barrett, editor of the *Western Star*, of Curling, fell from a motorboat on the Humber while on a fishing trip. The body was recovered the following day.

Five English newspaper men, representing London newspapers, came across on H.M.S. Dauntless in connection with the visit of the Prince of Wales to Newfoundland. Among them was Douglas Newton, representing the London *Daily Telegraph* and New York *Times*.

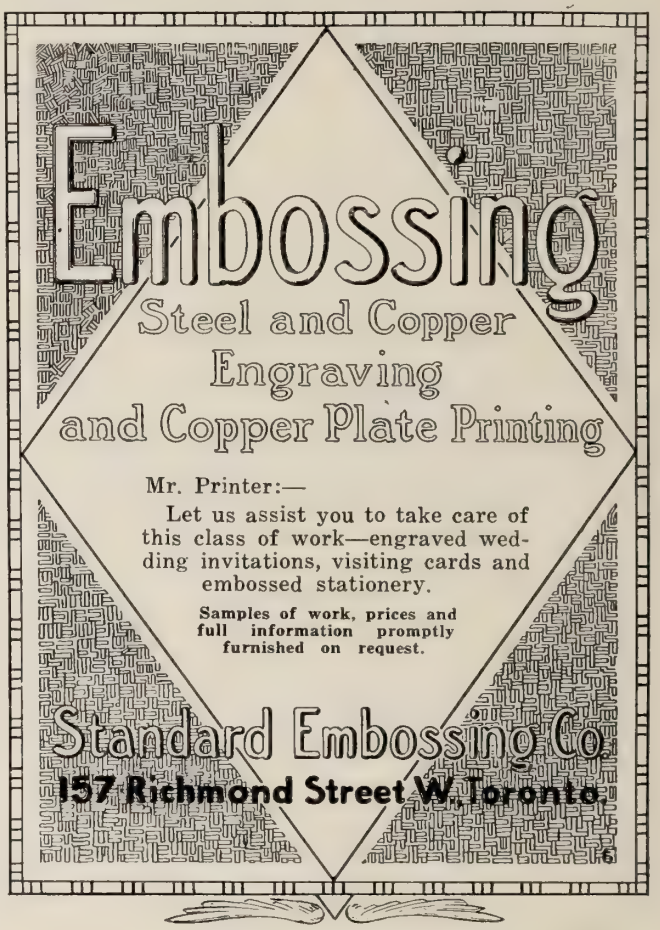
R.Q.M. Sergt. J. A. Barrett, of the Newfoundland Forestry Corps, arrived home the second week in July after spending nearly three years in Scotland, during which time he acted correspondent to the *Western Star*, of Curling, and also to the St. John's *Evening Herald*.

The latest addition to the daily papers of St. John's is the *Morning Post*, published by the Post Publishing Co., and at present from the buildings of the *Daily Star*. The *Post* is the second morning paper for St. John's, and has been established to support the Opposition in the forthcoming political campaign in Newfoundland

Fullerton L. Waldo, representing the *Public Ledger* of Philadelphia, is now on a visit to Newfoundland and Labrador. Mr. Waldo spent a week at Curling, then proceeded up north to Battle Harbor, Labrador, where he was met by Dr. Grenfell, with whom he will cruise the Labrador coast and visit the various hospital stations of the Grenfell Mission.

B. M. Greene, representing the Montreal *Financial Times*, is now in Newfoundland in the interests of "Who's Who and Why," published by the International Press Limited, of which Mr. Greene is managing editor. He will spend about a month in Newfoundland compiling material for the next issue of "Who's Who and Why," and has two assistants with him.

The Press race in the St. John's, Newfoundland Regatta, which took place on August 13, was won by the *Herald* crew as first place, and the *Advocate* crew, second place. The *Herald's* crew consisted of: S. Goudie, coxswain; E. J. Penney, stroke; J. Aspell, I Quinn, L. Buckley, J. Byrne, C. Thompson. The *Advocate's* crew was made up as follows: A. Snow, coxswain; S. W. James, stroke; P. Sheans, R. Petter, W. Brown, A. King, H. Brown. Five crews in all took part in the race, and much interest was manifested. In fact it is generally understood more money changed hands on this race than on any other throughout the event.



Following the Prince

Accompanying the Prince on the tour is a party of prominent correspondents, including Douglas Newton, of the London *Chronicle;* Ernest Brooks, official photographer, London *Press;* Gerald Campbell, London *Times*, H. Warren Allen, London *Post;* Percival Phillips, London *Express;* W. T. Massey, London *Telegram*, and Mr. E. Coates, of the Reuter Agency. These visiting correspondents are the guests of the Government and they are most comfortably cared for in the Canadian National Railway sleeping car "Lakeview." With this party also are Mr. F. G. Griffin, representing the United Press; George R. Holmes, of the International Syndicate; Quinn L. Martin, of the New York *Herald;* R. A. Wilson, New York *Sun*, and C. M. Bayer, of the New York *World*.

NELSON Model No. 3

Paper Punching Machine

The Modern Machine *for* Modern Conditions

To meet competition successfully and to make a fair profit, you must equip your printing plant with modern labor-saving equipment. For your paper-punching work the **Nelson Model No. 3** is recommended.

Fast, Accurate and Strong

In construction the **Nelson No. 3** surpasses any machine of its kind. Its simplicity and strength make for **greater speed** and **accuracy.** Attention is particularly drawn toward the simplicity of the calculating centre gauges and setting dies. It has several other features we would like to tell you about. **May we send you our booklet with full particulars.**

G. R. & W. A. NELSON
190 North State Street
CHICAGO

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Signifies worth and dependability in Loose Leaf devices

Have your customers examine any of the Adco family of Loose Leaf Devices and mark how Adco superiority will clinch the sale.

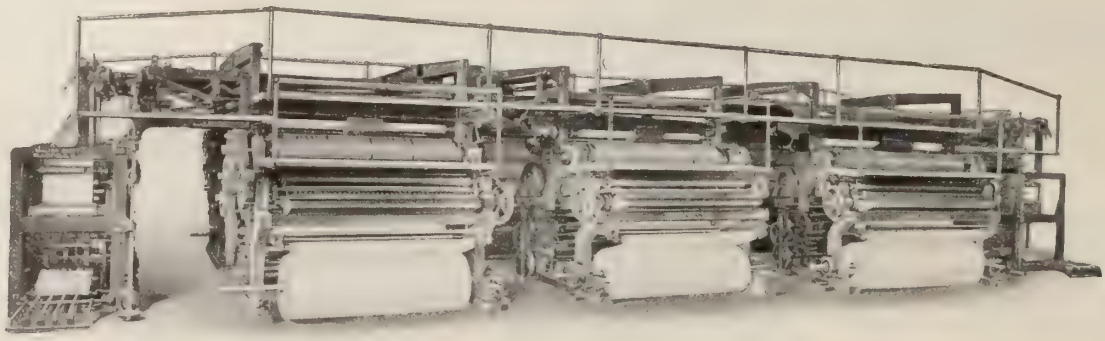
The Adco line embodies the highest achievement of Loose Leaf efficiency. We invite you to compare the Adco devices with any other Loose Leaf binders on the market. Write to-day for detailed information.

W. V. Dawson
LIMITED

MONTREAL
TORONTO

THE SCOTT MULTI-UNIT NEWSPAPER PRESS

NEVER HAS TO BE EXCHANGED



THIS IS A SCOTT SIX-UNIT PRESS

consisting of six, four-page-wide units and four folders. It can be operated as three independent Quadruples, two Sextuples or as two Octuple Presses.

NOTE HOW ACCESSIBLE

this machine is, having every part on the same plane near the floor. Plenty of room to work around the press.

IT IS THE ONLY WEB PRESS

on the market that has taken into consideration the men who operate the machine, so they can turn out the maximum amount of work and eliminate a great deal of unnecessary labor.

ADDITIONAL UNITS AND FOLDERS

can be added at any time, converting press into a Four Quadruple or Double Octuple Machine without stopping the press for a day, or missing an edition. You can start with a two unit press giving Quadruple capacity, and adding to it as required to meet increasing demand for more pages or more papers.

Send For Our "Multi-Unit" Press Catalogue.

WALTER SCOTT & CO.

MAIN OFFICE AND FACTORY: PLAINFIELD, NEW JERSEY, U. S. A.

NEW YORK OFFICE:
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WALTSCOTT, NEW YORK

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MONADNOCK BLOCK

Add *Power* and *Endurance* to your next catalog by suggesting to your printer

SULTAN COVERS

TOUGH as a piece of cloth, SULTAN covers protect the text pages until a new catalog is supplied. The unusual beauty of SULTAN shades—the way they lend themselves to simple or elaborate decoration—permit of effects that inspire immediate and favorable attention.

SULTAN covers are made in nine Oriental shades and in two weights: 20x26—65 lbs., and 20x26—90 lbs. A lighter weight, suitable for fly leaves and box covers, may be had in six shades. It is 20x26—30 lbs.

We will mail you sample book on request.

NIAGARA PAPER MILLS
LOCKPORT, N.Y.

Buntin Gillies & Co. Limited

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For Fall Fair Prize Tickets

BLUE GREEN YELLOW
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22 x 28, 4 ply, $6.60 per 100 sheets
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Colored Poster Paper

For Fall Fair Posters

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10c. per lb.

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24½ x 36½—28-lb. folded
24½ x 36½—36-lb. folded
27 x 41 —38-lb. folded

Embossed Folders

Artistic Designs will make attractive advertisements for distribution at Fall Fairs.

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Use "STIC-TITE"—the unexcelled Powder Paste

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Hamilton and Montreal.

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Safe Cheques

National Safety Paper will protect cheques in every part—amount, payee, date and endorsements—against fraudulent alteration.

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Printer and Publisher

GOSS

The Name that Stands for
SPEED—
DEPENDABILITY—
SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

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New York Office: 220 West 42nd Street
The Goss Printing Press Co., of England, Ltd., London

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Offset MANN Press

MANN

WHAT IS YOUR SPECIALITY?

IS IT COLOUR WORK? Install a MANN OFFSET, which, owing to its special design, has established itself as **the only Rotary Offset Machine** capable of printing successfully heavy solid colour work.

IS IT COMMERCIAL WORK, LETTER AND INVOICE HEADINGS, AND FINE WORK ON HARD BOND PAPERS? Install a MANN OFFSET, **the simplest in operation,** enabling you to produce first-class work with no trouble and at a high speed.

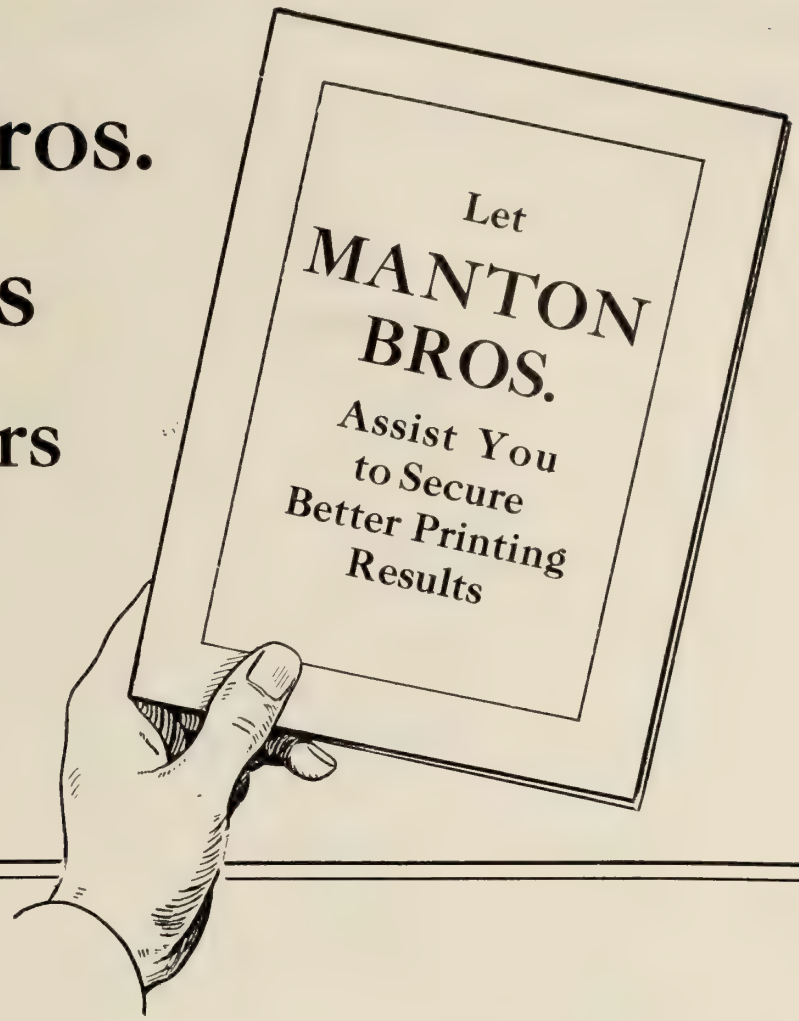
Whatever your work is, IT WILL PAY YOU to install a MANN OFFSET. Over FIVE HUNDRED have already been sold.

WE ARE SPECIALISTS TOO

We specialize in Offset Machinery of all kinds; Single-Colour Rotary Offset Machines in sizes ranging from Demy Folio to Extra Eight Crown; Two-Colour and Perfecting Rotary Offset Machines in sizes ranging from Double Demy to Extra Eight Crown; Offset Proving and Reversing Presses in three sizes, etc., etc., and we shall be glad to give you full particulars upon request.

THE MANN LITHOPRESS CO.
58 Walker Street, New York, U.S.A.

Manton Bros.
for
Good Inks
and
Good Rollers



Service and Satisfaction

Are you giving your pressmen a fair show or do they have to complain of the inks and rollers you supply them with? Let MANTON BROS. solve your press-room troubles.

Our ink and roller makers have long, practical experience. Their advice means **service** and **satisfaction** to you.

Selling Agents for
- ***The*** **Premier Two-Revolution Press**
- ***The*** **Whitlock Pony**
- ***The*** **Potter Rotary Offset Press**
- ***The*** **Potter Lithograph Press**
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Book Papers, Bonds, Writings, Card and Bristol Boards

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From the first handling of the raw materials to the number of nails in the case every process in the manufacture of **Warren's Standard Printing Papers** is attended by tests for folding, tearing, breaking, weight, thickness, etc., to prove that the paper is being made up to the **Warren** standard.

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Watermarked Papers:

Fidelity Onion Skin

Basis 17x22—9. White only

AND

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The Value is in the Paper,
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and guarantees it.

These and other Esleeck papers are right for important uses in every business office. They are sold by leading paper dealers. Ask Department H for samples.

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We specialize in

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Gummed Tape
Sealing Machines
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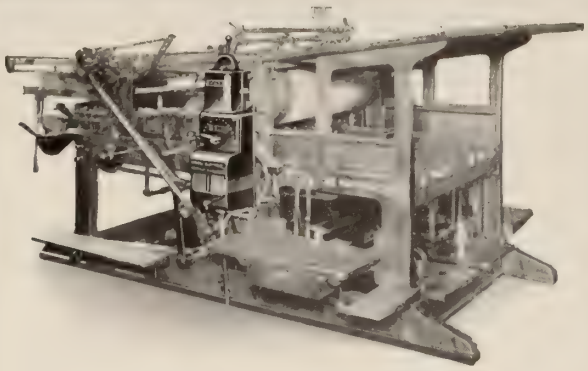

Kimble Master-Unit Control

in connection with the Kimble Cylinder Press Motor (for alternating current only).

—Pre-sets the speed of your presses, positively and accurately.

—Permits you to make any and all variations in speed you desire, because the speed control is highly flexible and instantaneous.

—Gives you just the right speed for each individual job.

—On "fussy" difficult work you can run the presses at a lower speed than is possible with any other motor. This cuts down spoilage and throw-off time.

—On fast work you can speed up production by running presses at greater maximum speed, than you can get from any other motor.

—It is the only sure, reliable means of preventing premature starting of presses during make-ready.

—Saves both temper and time in inching.

A most interesting bulletin, full of eye-opening efficiency facts for press-room operation will be mailed on request.

KIMBLE MOTORS

For sale by all type founders and dealers in printers' supplies.

KIMBLE ELECTRIC CO.

GREAT WEST ELECTRIC CO,, LTD., 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 87 Queen St. East, Toronto, Canada, for all points east of Port Arthur and Fort William.

MORE THAN 38,000 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS

Revised Prices of Linotypes

Matrices, Parts and Supplies

Effective August 25th, 1919, the following prices of Linotype Machines supersede all previous quotations:

LINOTYPE MACHINES

Model 4	$3700	Model 16	$4150
Model 5	3150	Model 17	4350
Model 8	3800	Model 18	3700
Model 9	4800	Model 19	3900
Model 14	4000	Model 20	3100
Model 15	2600	Model L	2400

Model K - - $2700

Effective August 14th, 1919, the following prices of Linotype Matrices and Linotype Parts and Supplies supersede all previous quotations:

LINOTYPE MAGAZINES

Model 5	$150	Model K	$165
Model 15	155	Model 20	
Model 16-17	185	Upper Half	100
Model 9	175	Lower Half	85

Auxiliary Magazines - $30

LINOTYPE MATRICES

Two Letter Fonts
1,500 Matrices, $95
1,200 Matrices, 76
1,044 Matrices, 66
Sorts, 6 1-2c Each

Head Letter Fonts
1,031 Matrices, $170
Sorts, - 17c Each

One Letter Fonts
1,400 Matrices, $77
1,021 Matrices, 56
Sorts, 5 1-2c Each

Model 20 Fonts
523 Matrices, $120
Sorts, - 24c Each

LINOTYPE PARTS AND SUPPLIES

All other Linotype Parts and Supplies are advanced 15%.

These comparatively small advances are made necessary by greatly increased and increasing costs of manufacture and expenses in every branch of the business. All prices are subject to change without notice.

CANADIAN LINOTYPE LIMITED
68 Temperance Street
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Business Books
for Printers

By JOHN COTTON DANA, Librarian of the Free Public Library, of Newark, N. J.

Also:

The Origin and Use of Swash Letters. By Everett R. Currier

How Lithography Has Influenced Business. By Aug. C. Metz

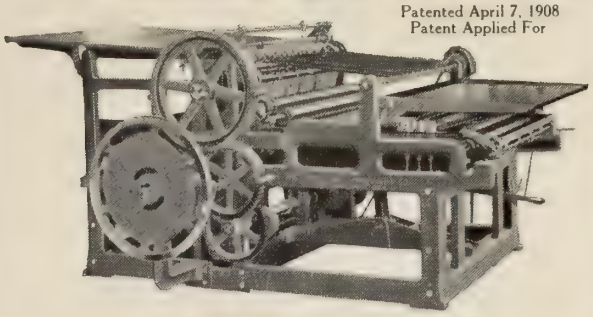
In the September Issue of

THE PRINTING ART

Cambridge, Mass.

The LEE TWO-REVOLUTION PRESS

Patented April 7, 1908
Patent Applied For



A High Class Two-Revolution Two-Roller, All-Around Printing Press

Size of Printing Bed, 26 x 38 inches; Actual Printing Surface, 22 x 35 inches; Will Handle Paper Up to 24 x 36 inches; Speed per hour, 1800 without and 2250 with Air Springs; Export Shipping Weight, 5700 pounds (2590 kilos); Cubic Measurement, 176 feet.

WRITE FOR PRICES AND FULL PARTICULARS

The Challenge Machinery Co. Grand Haven Mich., U.S.A.

Also manufacturers of the Stonemetz Two-Revolution Press in 3 sizes, Diamond Power Paper Cutters, Advance Lever Paper Cutters, and many other tools and requirements for printers.

Turn your waste into money
on the Pullan "Square Deal" Basis

Printers and publishers who have large quantities of waste paper to sell are finding that the Pullan institution performs an unusual service.

For it has put the sale of waste paper on a business-like basis.

There is to-day no need to wait for some unknown dealer to call for waste — no need for distasteful dickering about prices.

Pullan service is *always* available. It offers a stabilized market—as near as your telephone.

More than this: it has established *grades*, standardized *prices*, developed a feeling of mutual *confidence*.

For, the Pullan ideal of doing business is to give honest weight and the prevailing market price for each grade of commercial waste.

You do not need to ask about prices before you sell to Pullan. You *know* that Pullan prices rise with the market. That you get exactly what your waste is worth at the time you sell it.

The Pullan institution is a big, responsible institution, a successful institution with the organization to collect, grade and reclaim waste paper in a scientific way for the use of commerce.

It is an institution you will be pleased to deal with—where your problem of waste will be handled on a basis of satisfaction and square dealing.

Telephone, wire or write.

Adelaide 760

20 Maud St., Toronto **Also in Hamilton, Ont.**

Pullan's Wiping Cloths

Printers are replacing unsanitary wipers with Pullan KLENSER-KLOTHS.

These cloths are thoroughly washed and sterilized. Dirt and filler are taken out. All heavy parts, buttons, hooks, etc., are removed. KLENSER KLOTHS in three grades—Dark, 12c; light colors, 13c; white, 14c per pound. Order a bale to-day.

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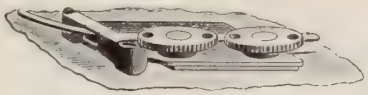
Scientific Reclaiming of Commercial Waste

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Reliance Embossing Powder

gives embossed effects on any job press

Work equal to the finest steel die embossing—and without any plates, dies or special apparatus!

No expense at all. The Powder is all you require to start producing.

Just think! The finest relief effects in Private Greeting Cards, Wedding Invitations, Letterheads. Programmes, etc., on your own job press with Reliance Embossing Powder.

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Padding Composition *Flexible Glues*

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Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

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Quality Lines *Quick Delivery*
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When orders come in for letter heads, wedding announcements, calling cards, etc., we'll make the engravings for you.
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Announcement

We have taken over the complete equipment of the Dominion Electrotype Co. This means increased efficiency and service to our customers. When you want work pushed through **quickly**, send it to us. Yours for the best service.

Toronto Electrotype & Stereotype Company, Limited
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L. D. 'Phone Adelaide 1638 R. C. ELDER, Manager

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Limited
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Plain and intricate type composition and make-up for the trade. Catalogues our specialty. Work accepted from all points in Canada. Quotations gladly given.

Day and Night Service.

160 Richmond St. W., Toronto
Phone Adelaide 756

Don't Overlook Printer & Publisher Want Ads.

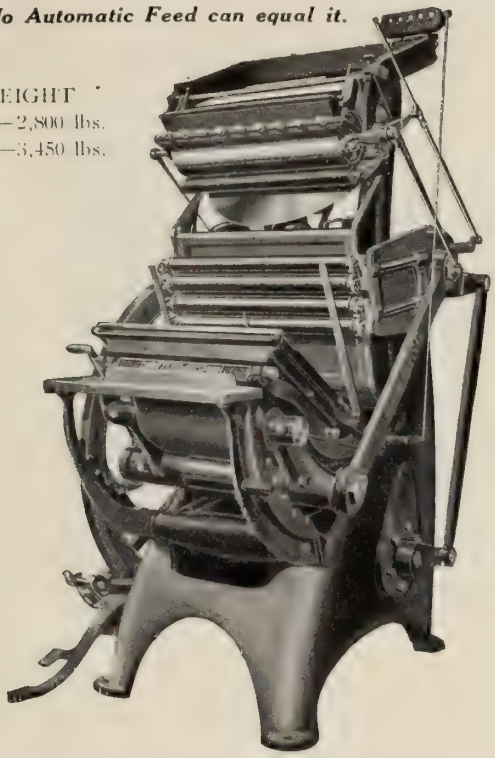
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

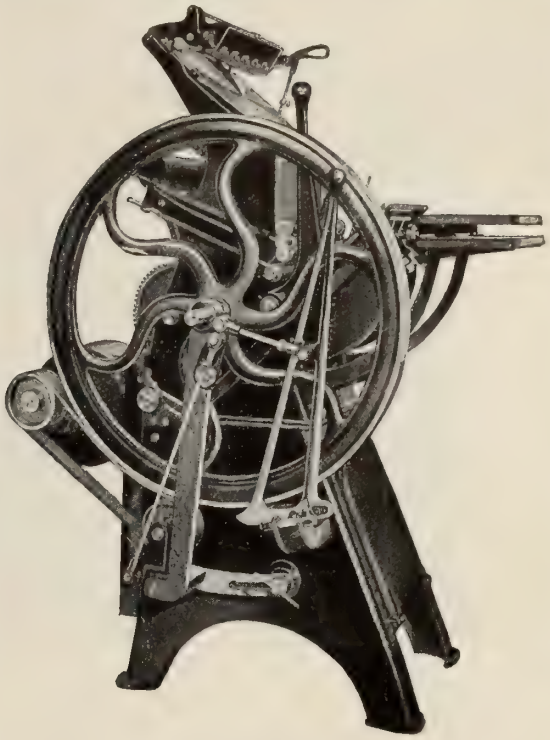
An extensive line of Presses, Cutter and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS



Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

NICKEL-STEEL TYPES

Halftones can be duplicated in the electro process successfully—by using our lead moulded nickle-steel types.

This process does not injure the original halftone in any way and insures a perfect printing plate without loss of detail or tone values.

The cost of nicklesteel types is more than ordinary electrotypes but the saving in make-ready will repay this.

Send us your next order and prove
these statements yourself

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QUALITY SERVICE

TYPE SETTING Machine Metal forms an important part in the economical production of printed matter. This is becoming more and more emphasized with the growing use of typesetting machines. To get best results, the best grade of metal should be always used. Poor metal clogs the "mouthpiece," produces imperfect slugs and letters, and wastes the operator's time. If you are anxious to get

Quality Type Metal Service

USE

IMPERIAL

LINOTYPE
INTERTYPE
MONOTYPE

IMPERIAL Linotype, Intertype and Monotype Metal gives a clear face and a strong, solid slug. The biggest and best printing offices in Canada recognize its SUUPREMACY. Many of them have used it for years and will use no other—so will you if you give it a trial and watch results.

Put your Machine type metal problems up to us. We maintain a metallurgical laboratory, and our expert chemists are at your service.

THE CANADA METAL CO. LIMITED

Hamilton Montreal TORONTO Winnipeg Vancouver

The Canadian Who Bullied the Bolsheviks!

WHEN war broke out, Colonel "Klondyke" Boyle took across, at his own expense, 200 staunch Yukon volunteers. He was sent to Southern Russia, and in six weeks turned the transport system there from chaos into efficiency. He fed the starving Russian and Roumanian armies. He arranged temporary peace terms between Bolsheviks and Roumanians. Aided by twenty Chinese murderers and a brave Canadian girl, he bluffed the Bolsheviks and Austrians, in a tremendous exploit which won for him the title "Saviour of Roumania," and the personal thanks of the Roumanian royal family.

Read this story of "Klondyke" Boyle, by Arthur Beverley Baxter, in September MACLEAN'S—it starts on page 13.

"Growing Under Gouin"

—tells the amazing story of development of Quebec Province during the past fourteen years —in road-building, finances, industries and education.

"Meet Mr. Habitant"

—What does the rest of Canada know about the Habitant of to-day? Does he talk like Drummond's poems? This article, by Thomas M. Fraser, forcibly depicts the assets Canada has in French-Canadian stability and thrift, and will go far to remove any lingering prejudices which may exist in some minds.

Other Big Features

The Crowning of the King—By J. K. Munro, the pungent, pithy, political pundit.

Nuorteva's Propaganda—By C. H. Cahan, K.C., recently Director of Public Safety.

The White Eagle at Niagara—By Major C. R. Young, late adjutant Polish Army Camp.

The Problem of Our New Canadians—By Nellie McClung.

His Majesty's Well-Beloved—By Baroness Orczy.

Canada's Great National Asset—By D. B. Hanna, president Canadian National Railways.

Teddy Bear—A wonderful, poignant, Robert W. Service poem.

On Leave—A light, frolicsome story by Harry Bailey.

Evil Spirits—Another Bulldog Carney story, by W. A. Fraser.

Ebb and Flow—A new story by C. W. Stephens, who wrote "Man and Wife."

Over 70,000 Canadian Families Buy

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"CANADA'S NATIONAL MAGAZINE"

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— made by men of experience

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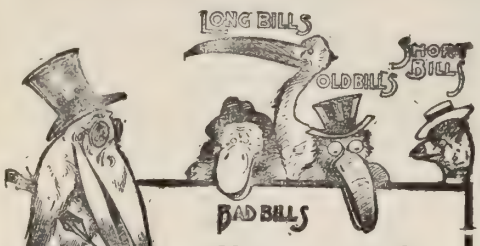

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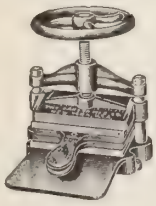

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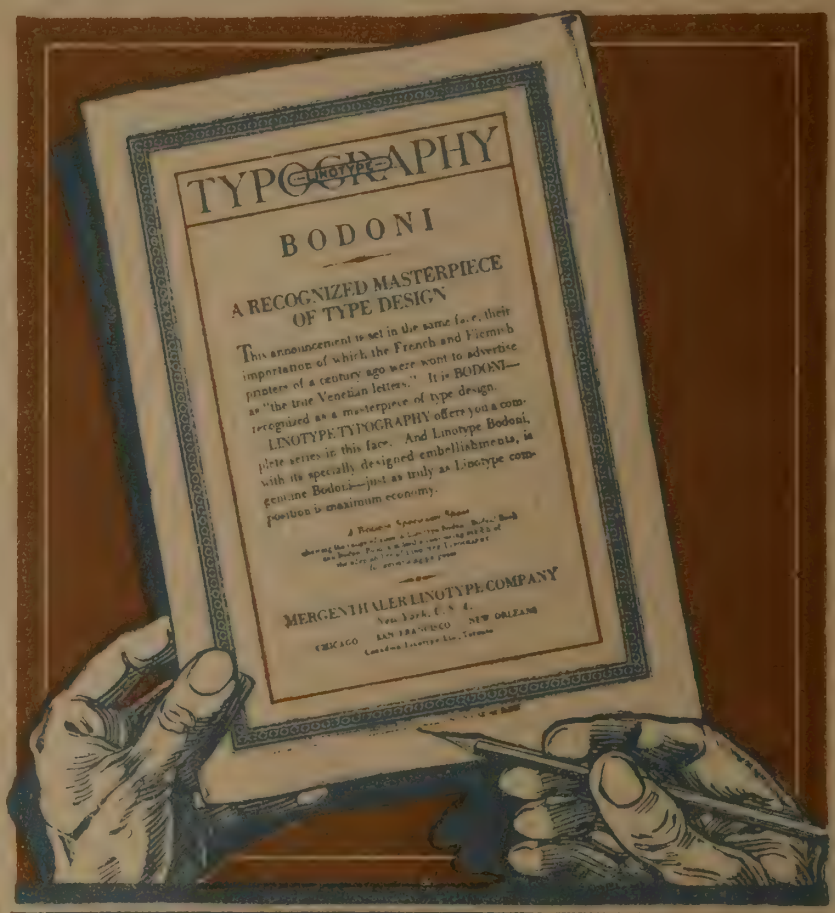

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PRINTER & PUBLISHER

for OCTOBER, 1919

PUBLISHED MONTHLY BY THE MACLEAN PUBLISHING CO., Limited, TORONTO
SUBSCRIPTION PRICE $2.00 PER YEAR

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The Sun

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Gentlemen:

I have recommended the installation in our new building of eight new Monotype Composing Machines to replace eight old machines which have been in use for twenty years. This means really forty years, since they were used on an average of at least two shifts a day.

We will retain four of our original Monotypes, which are in good condition, making a total battery of twelve Monotypes for use exclusively on ad. work for the Sun and Evening Sun.

When I assumed charge of the Sun Composing Room, I was, to say the least, not a Monotype enthusiast. I had had but little practical experience with Monotypes for Newspaper work, but finding a battery of these machines in our composing room, I observed their operation closely and was decidedly impressed with their performance.

That I am convinced that Monotypes are the machines for our ad. composition, is evidenced by our order for these machines and other equipment for bringing our Keyboards and, in fact, the entire Monotype department up to date.

Yours very truly,

John E. Martin

Superintendent

LANSTON MONOTYPE MACHINE COMPANY · PHILADELPHIA

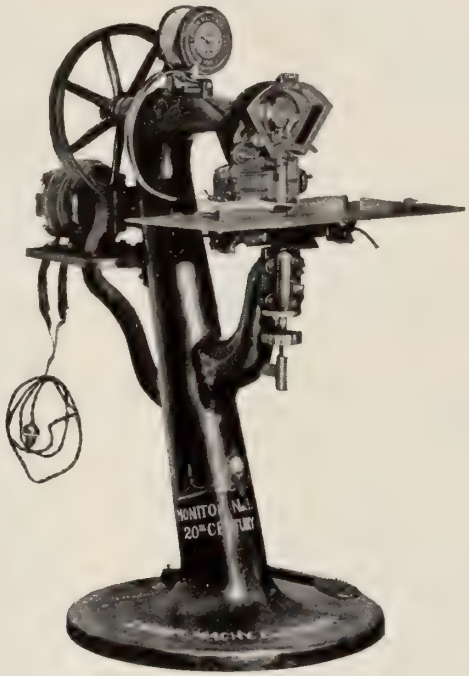
NEW YORK: World Building
BOSTON: Wentworth Building
CHICAGO: Plymouth Building
TORONTO: Lumsden Building
MONOTYPE COMPANY *of* CALIFORNIA: SAN FRANCISCO

249

Monitor Machinery Cuts the Cost of Production

MONITOR MACHINES deliver more work; lose less time through breakdowns; cost less to operate and maintain; last longer, depreciate less and command a higher trade and resale value than any other machines of their kind.

MONITOR MACHINES are built to endure. Designed right, built from the best material and with the highest grade of workmanship, they can always be depended upon to produce the work most efficiently.



No. 1 Monitor Wire Stitcher

In Use Nearly 100% of the Time

No. 1 MONITOR WIRE STITCHER is in operation a greater number of hours per day than any other size Wire Stitcher because of its adaptability to almost any stitching job.

This protects you against unproductive time and earns you a profit when machines of limited capacity are idle.

THE REASON:

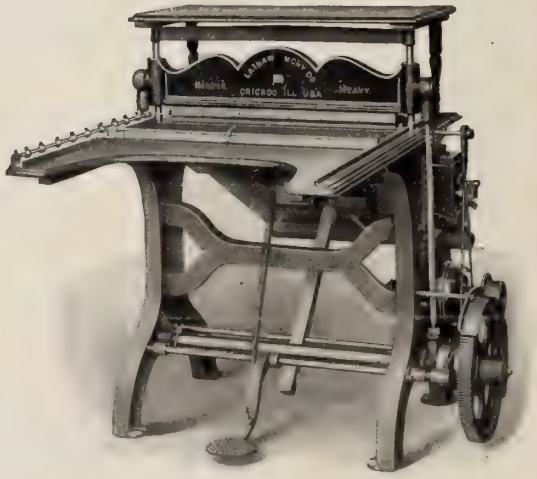
Capacity, 2 sheets—⅞ inch; wire used, No. 30 to 25 round and 20 x 25 flat. Speed, 150 R.P.M.

Buy this machine of general utility! Save on floor space and idle machinery!

Extra Heavy Perforator

Speed and Durability

The MONITOR EXTRA HEAVY PERFORATOR combines these two essentials. Equipped with Feed Gauge and Back Roll Delivery it is possible to make all parallel lines of perforation at one handling of the stock through the machine, thereby eliminating resetting the gauges and many handlings of the stock. The DIE PLATE in the machine is made of hardened tool steel. The STRIPPER is of heavy T bar iron with brass facing, insuring perfect alignment of the pins with the Die Plate without friction on the pins. The PINS are also hardened, but not as hard as the Die Plate. The PINS can readily be replaced at small cost in your own plant.



Sold in Canada by

H. J. LOGAN, 114 Adelaide St. W., TORONTO

Unanimity

Occasionally it requires a long time to convert a printer to belief in the virtues of the Miehle.

But, when he has once become a Miehle user, his faith never wavers.

That's why we say

"Many men, many minds." Miehle users like-minded

MIEHLE PRINTING PRESS & MFG. CO.

Fourteenth and Robey Streets, Chicago

Distributers for Canada

TORONTO TYPE FOUNDRY CO., LIMITED

TORONTO MONTREAL WINNIPEG REGINA

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED.

"Rosenberg Process"

Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. The "Rosenberg Process" makes them moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

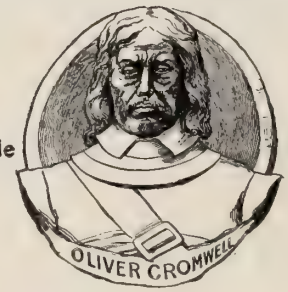
We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Samples sent on request

The Cromwell Paper Co.

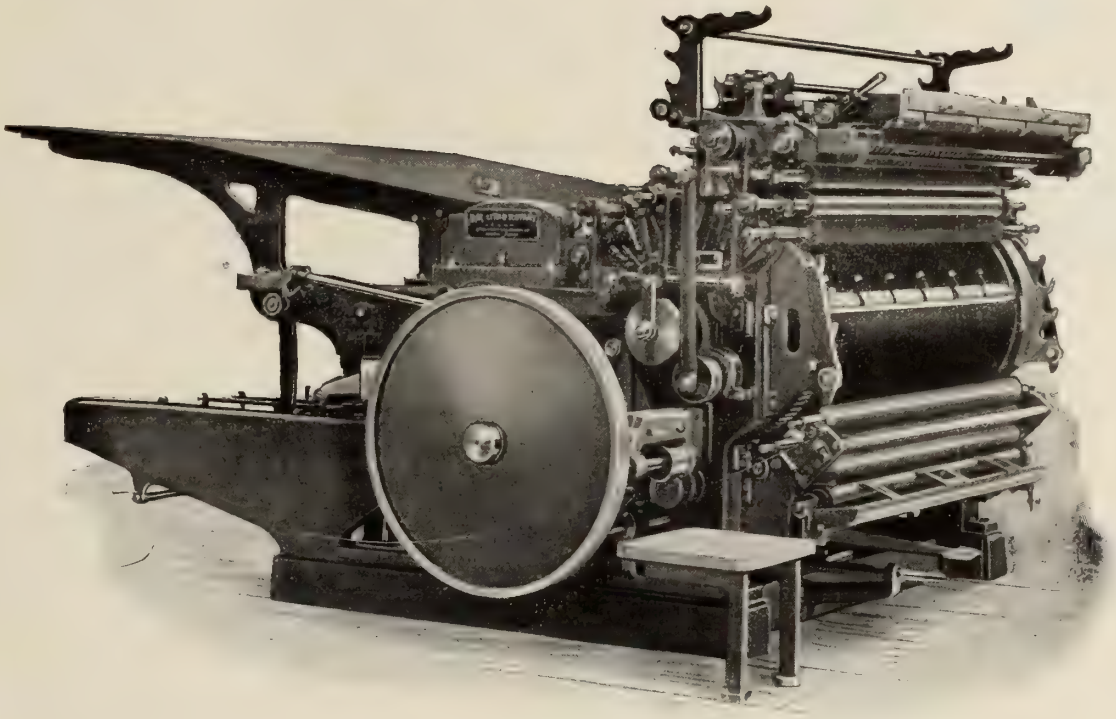
Department P. P. 3623-3637 Jasper Place, Chicago

Trade 

Mark

L&M

Litho Rotary Press



The Press for Direct Colour Printing in Dead Register.

USERS have proved to their own satisfaction that this litho rotary press is more economical than flat-bed machines on short runs as well as on large editions.

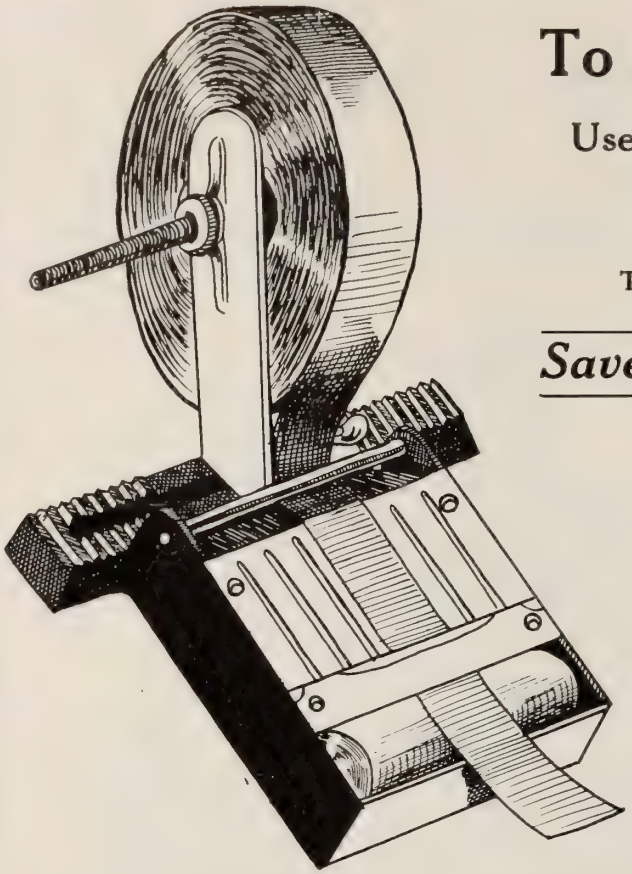
In designing this press special attention was paid to the requirements of the pressman, with the result that included in its special features are simplicity of adjustment, ease of control, and free accessibility to all parts.

This press is built in four sizes, the smallest size taking a sheet up to 32″ x 42″, and the largest size up to 47″ x 65″. A full specification is included in Folder No. 290, a copy of which will be sent on application.

The L&M Litho Rotary Press is manufactured by Linotype & Machinery Limited at their Broadheath Works, England. All communications relating to this machine should be addressed to

LINOTYPE & MACHINERY LIMITED

c/o CANADIAN LINOTYPE LIMITED 68 TEMPERANCE STREET, TORONTO



To Keep the Cost Down

Use Gummed Paper Sealing Tape
and
Moistening Machine

The Modern Way of Fastening Parcels

Saves 50% of the cost of string

It is much neater and quicker to use. One operation to pull, moisten and sever tape to any length desired.

¶ We carry a large stock of the Machines, also Gummed Paper and Cloth Tapes.

THE **WILSON-MUNROE** CO. LIMITED

Wholesale Paper

TORONTO ONTARIO

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber For

ANTIQUE COVER

(CRASH FINISH)

In all the popular colors, White, Scarlet, Dark Green, Light Green, Dark Brown, Light Brown, Blue, Golden Rod, Tan, Buff, Steel Grey, Light Green and India.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

TORONTO, CANADA

THE WAR IS OVER!

—reconstruction is calling for various kinds of Advertising. The best and most inexpensive method of keeping your business prominently before the Public is the constant distribution of Printed hand Blotters. These Blotters can be mailed with letters and statements without additional Postage.

"IVORY"
ENAMELLED BLOTTING
is particularly suitable for this purpose

Firstly, because of the high enamelled surface on one side, which enables the Printer or Lithographer to produce attractive half-tones in one or more colors, without any danger of the stock curling or "picking up."

Secondly, because of the excellent quality of the blotting on the reverse side, which meets fully the requirements as an absorbent.

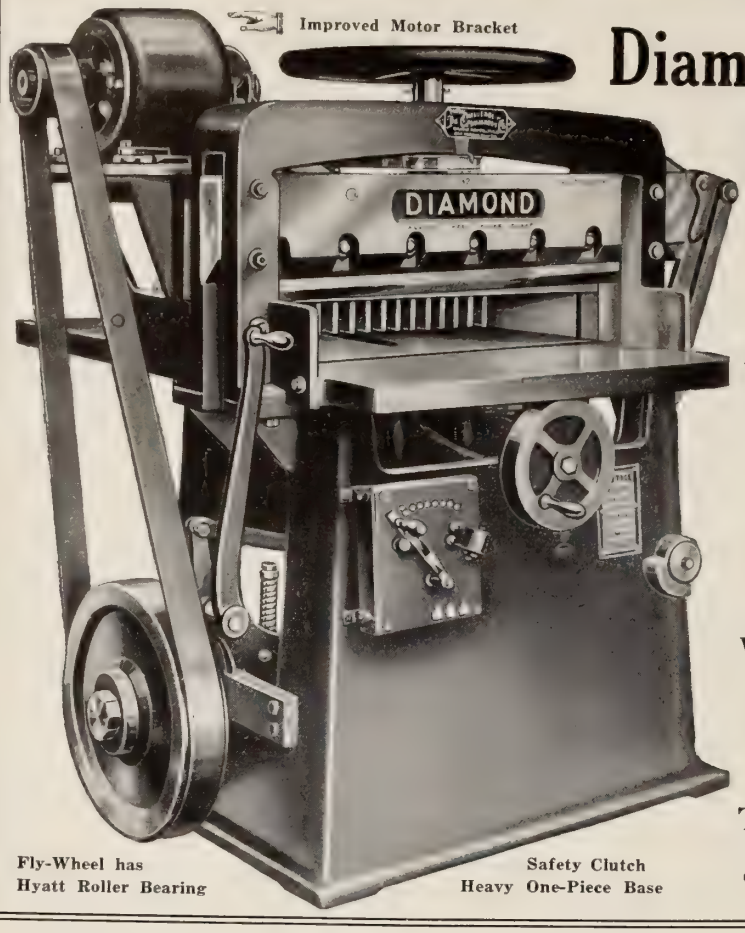
Large stocks carried in our Toronto warehouse in a pleasing variety of colors and the most desired weights.

Try this form of Advertising and note results

THE WILSON-MUNROE CO. LIMITED

Wholesale Paper

TORONTO, ONTARIO



Diamond Power Cutters

Possess all the requisites for profitable production and excel in

Speed—Accuracy
Power—Durability
Ease of Handling

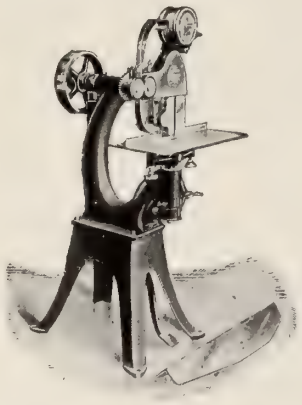
Meet Every Production Requirement

Diamond Cutters have the "Double-Shear" or "Dip-Cut" down to the last sheet, making the cut smoothly, quickly and without drawing the stock. Knives stay sharp longer on Challenge-Made cutters.

Write for Illustrated Cutter Catalog

Diamond Cutters and other "Challenge Creations" sold by all dealers.

The Challenge Machinery Co.
GRAND HAVEN, MICH., U.S.A.
Chicago: 124 S. Wells St. New York: 71 W. 23rd St.



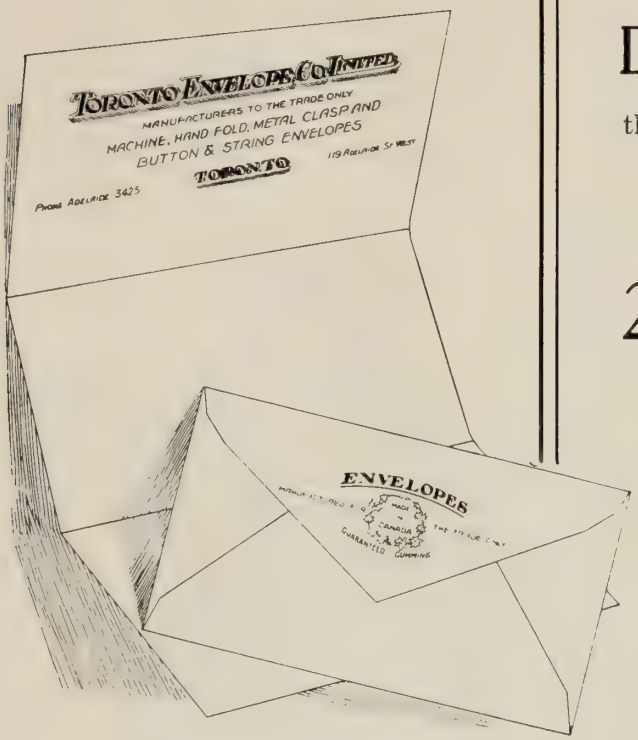
LET US SHOW AND DEMONSTRATE
A MORRISON FOR YOU

The Morrison "Perfection"
—a Better Stitcher

For thirty years the J. L. Morrison Company has been striving to build a better and better stitcher. The Morrison "Perfection" stitcher of to-day leads the world. Note the following points of extra usefulness obtainable only in the "Perfection": gives a positive feed—simple of adjustment—ease and speed in changing wire and threading—only one place for inserting wire—wire cannot kink—feed automatically adjusts itself to any size wire—holds and grips wire while being cut.

Send for Catalogue

THE J. L. MORRISON CO.
Bookbinders', Printers', Litho' and Box Makers' Machinery
445-447 KING ST. WEST, TORONTO, ONT.



"2 fold" envelopes stocked in all the leading Canadian papers. 24 hours' service.

Do You Sell Your Customers

the old style "QUARTO" Letterheads (8½ x 11) without showing them samples and explaining the advantages of

2-Fold "Letterheads"?

Ask us at once for samples and full details as to advantages and particulars as to cutting and printing.

TORONTO ENVELOPE CO.

LIMITED

Manufacturers to the Trade Only

119 West Adelaide St.
TORONTO

"2 fold" gets the message to its destination with as little mutilation as possible: Six folds in a letter spoils all the printer's efforts to produce an attractive heading.

PROGRESS LEDGER

Now carried in stock in White and Buff in the following sizes:

In White and Buff	16 x 21	25 lbs.	22½ x 34	57½ lbs.	*In White and Buff*
	17 x 28	35½ lbs.	24½ x 36½	67 lbs.	
	19 x 24	34 lbs.	24 x 38	68½ lbs.	
	21 x 32	50½ lbs.	28½ x 34½	73½ lbs.	

Prompt service is our specialty.
How can we serve you?

UNITED PAPER MILLS LIMITED

64 John Street North
HAMILTON
ONT.

66 Temperance Street
TORONTO
ONT.

BABCOCK

Have You Ever Looked at the Babcock Optimus From This Angle?

WHEN the modern manufacturer sets out to increase the productive hours of his plant, his first step is to eliminate unnecessary preparatory work.

The fact that this or that unit of his equipment may not be in constant use, does not cause him to neglect that particular unit in the general clean-up.

The modern printer as a manufacturer cannot afford to overlook the fact that every minute saved on adjustment is a minute given over to actual profitable production.

On a cylinder press capable of producing 1500 marketable impressions per hour, ***each minute*** wasted by inconvenient or unnecessary moves ***means a loss of 25 impressions.***

A careful consideration of the remedy for these losses resulted in the "Universal Equiqment" on OPTIMUS presses.

Note in the above illustration, the convenience of "getting at" the OPTIMUS cylinder for make ready;

another BABCOCK time saver.

Our Best Advertisements are Not Printed,—THEY PRINT!

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONN. NEW YORK OFFICE, 38 PARK ROW

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.
John Haddon & Company, Agents, London, E.C.
Miller & Richard, General Agents for Canada: Toronto, Ontario, Winnipeg, Manitoba.

"Brass Tacks" in Estimating

THERE are often occasions when the estimator is perplexed in compiling figures on a prospective order. It is then that he turns with relief to the U. T. A. Standard Price List to enable him to get down to "brass tacks" on the estimating problem which confronts him.

This gigantic "little" work is the one book in the Printing Industry from which he can gain the reliable information he must have.

A Price List, to be of any value, must not only show selling prices for commercial printing, but must also contain accurate, understandable schedules for estimating, so that any job in question can be calculated and a price quoted which will insure a fair margin of profit.

The U. T. A. Standard Price List is all this—for it has been so compiled that the printer with a small business can use it equally as well as the printer with a large business. It is revised from time to time as costs change, and is, therefore, constantly up to date.

To learn more about the U. T. A. Standard Price List, write for the descriptive folder, "When the Estimator is Perplexed."

What Printers Say About the
STANDARD PRICE LIST

"We enclose our check for two more Standard Price Lists which we desire you to send us. We are making all our salesmen use the Standard Price List entirely as a basis, and so far have found it very successful."

"The best investment we have made in a long time is represented in the enclosed check, paying for a copy of the Standard Price List."

"We have reached the conclusion that there are only two ways legitimately to sell printing. 1. A definite price should not be quoted on any job unless a quotation can be made direct from the U. T. A. Standard Price List. 2. Any job of printing upon which a quotation cannot be made out of the U. T. A. Standard Price List should be sold either on open order or an approximate price."

"By the way, after about three weeks' use, I find the U. T. A. Standard Price List is so valuable that I would not part with it for $100 if I knew I could not secure another copy."

"We have already placed the U. T. A. Standard Price List in the hands of our estimators and salesmen, and find that it is a most useful guide in selling printing."

"I am very much pleased with the U. T. A. Standard Price List, as it gives us a more definite idea as to the cost and selling prices of the various items we are offering."

UNITED TYPOTHETAE OF AMERICA

(International Association of Master Printers)

"Not Conducted for Profit"

General Offices:
608 So. Dearborn St.
Chicago, Illinois

UNITED TYPOTHETAE OF AMERICA

Mark Well the Mark

Affiliated locals in numerous cities throughout North America

Press Room Profits are derived from the money saved as well as from the money made in the operation of the presses. Whether Type presses or Offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN P'T'G PRESS

* * *

Every mechanical device that makes for the production of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

Every printer should know about them.

PREMIER & POTTER PRINTING PRESS CO., Inc.
SUCCEEDING THE WHITLOCK AND POTTER COMPANIES
1102 Aeolian Bldg., 33 West 42nd Street
NEW YORK

Canada West:
MANTON BROS.
105 Elizabeth St.
Toronto, Ont.

Canada East:
GEO. M. STEWART
92 McGill Street
Montreal P.Q.

Maritime Provinces:
PRINTERS SUPPLIES LTD.
27 Bedford Row
Halifax, N.S.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Putting Across the Increase in Rates

How Canadian Publishers Get Results

DID you ever attend one of those serious conferences in the inside of the business office, when it was decided to advance the advertising rates? And did it ever fall to your lot to be the man who, abiding by the decision, had to get out and "put it across?"

The ways of doing this are various, depending largely on the paper, the district, the possibility or impossibility of getting close to your customers, and many other things.

PRINTER AND PUBLISHER presents here the opinions of some of the advertising men of the Dominion regarding the best method of successfully securing an increase in rates, and at the same time holding the volume of advertising:

Quebec Telegraph

E. G. Smith, manager of Quebec *Telegraph*:—"We figure the cost of space from the cost of production, plus a profit. The continually mounting costs due to labor materials, etc., provide us with an indefensible argument for increased rates for advertising. Consequently, our platform is to explain to advertisers the conditions under which we are operating and make it plain that if they wish to do business with us they must at least give us a profit. To those advertisers who use a fair amount of space we are glad to protect with a one year contract, but those who are not big users have not this protection, and are subject to increases which may be made from time to time.

"As a general rule our advances are not unduly great, and almost without exception we manage to obtain what we ask for. The increased cost of doing business, etc., is not alone the argument we use; we attempt to drive home the value of the many exclusive features we employ which are levers for gaining women readers. Invariably when these matters are discussed, there is a general acquiescence and there is rarely any difficulty in getting the signature on the dotted line. We can say as a general rule advertisers who have found out the value of our medium are only too glad to renew the business almost regardless of the rate."

At the Guelph Mercury

R. M. Hamilton, business manager, Guelph *Mercury*:—"It is not so difficult a matter to decide on how much per inch of line to increase the price of advertising (when a newspaper has a proper cost system) as how to go about it, and still hold the same volume of business or increase it. Our policy in the past has been to increase slowly from time to time, as the upward trend of increase cost in production demanded, so that the advanced rate in advertising would take care of any additional cost, and yet affect the advertiser so little that he would not reduce his space. Our experience has always been to consult one or two of our largest advertisers and take them fully into our confidence and explain what the increase in rate will cost them per year. Then notify our customers that on such a day the rate is to be increased.

"Since the war started we have increased our rates twice, 1916, 1919, and can say that there was absolutely no trouble in getting our rate. We, at the same time, have increased the volume of our advertising.

"The advertiser appreciates the fact that the cost of everything has gone up from 25 per cent. to 100 per cent., and it does not take very much argument to convince him that a newspaper has to increase the price of its commodity, as prices advance the same as his does.

"When we contemplate an increase we allow existing contracts to expire, and do not renew them. When the increase goes into effect our advertising manager calls on the advertisers and goes into the matter fully with them, renewing their contracts as they expire. We benefit immediately by the new rate in a great many cases, while in others it takes a little time to get the new price. But as no contracts are made for more than a year the old rate cannot apply beyond that period in the most extreme case."

Toronto Globe's Practice

Wm. Findlay, advertising manager Toronto *Globe*:—"If you could find someone who could answer with satisfaction the questions suggested in yours of September 20th, you would confer a great favor on a number of managers of advertising.

"I have had experience in putting into effect at least a dozen increases in advertising rates in about as many years, and I would not attempt to speak dogmatically upon any single point which you raise.

"Perhaps the greatest asset an advertising man can have when raising his rate is the conviction in the mind of the advertiser that everybody is receiving the same treatment. On top of this it is desirable to give requisite notice of the intention to raise rates and to see that the application of the increased rate is fair and equitable. As to the method of announcing an increase, that depends entirely upon the practice of the paper in regard to such matters. Some newspapers are so placed as to make personal calls on advertisers quite easy. Others would find such calls entirely impossible."

MacLean Publishing Co.

B. G. Newton, manager Technical Papers of MacLean Publishing Co., Toronto:—"When a manufacturer knows that his own manufacturing costs and selling expense have increased all the way from one to one thousand per cent., he isn't likely to grumble and groan when he is asked to pay an increased advertising rate. He realizes that the publisher's costs have advanced as well as his own, and accepts the increase in rate as but another link in the end-

less chain, familiarly called the 'high cost of living.' A man who is broadminded enough to advertise at all is usually fairminded enough to accept the inevitable increase philosophically.

"If an advertiser accepts an increase in rates without enthusiasm, stoically, it is one thing. If he does it cheerfully it is quite another.

"An advertiser will reluctantly pay a higher rate of say 10 per cent. if the advance goes to cover the bare increase in the cost of publishing, whereas he would cheerfully pay 25 per cent. advance if he felt that a fair proportion of the 25 per cent. was going into service—toward making a better publication—more useful to the readers and more valuable to the advertiser.

"In the face of a rising market a thinking man must expect an increased advertising rate, but supposing there was no rising market, there must still be an increase in advertising rates or your paper must fail to grow. Service costs money. But service counts with the advertiser and the paper that serves best increases its rates with least resistance. An increase can be made the very best reason for an increase.

"You ask if we have found it best to advance rates by easy stages or in one flying leap. We have made the trans-Atlantic voyage using both methods. We have had no difficulty and usually we have had the feeling that we might have travelled just a little farther. In the case of one paper we put into effect a forty per cent. increase. The increase was spread over three years through the convenient and attractive medium of three year contracts. It worked very well. In other cases we have substantially advanced our rates early in the year, but old advertisers have been privileged to renew for the balance of the year at the former rate, the new rate to become effective the first of the following year. This plan also works well where the increase is stiff.

"Again we have put increases into effect, ranging from 10 per cent. to 20 per cent. without any attempt at sugar coating. The advance is advertised to take effect on a certain day. It takes effect on that day, and that is all there is about it.

"We advise advertisers by mail, first of all. This we find has a tendency to reduce resistance when our representatives call to renew contracts. Advertising agencies are notified not once but several times. Some of them have to be notified after they send out contracts. Their fondness for old rate cards is hard to explain.

"The high cost of living is a palpably good reason for increasing advertising rates, but the advance will be O.K.'d by the advertiser much more readily and cheerfully if he is made to feel that he is going to get a better advertising medium in return. Make him feel that while, as a matter of course, your increase is necessary, it is the prospect of being able to strengthen your publication that makes you so enthusiastic. The publisher who can give this impression without feigning will get his increase. The one who can't doesn't deserve any."

Lethbridge Herald

John Torrance, business manager, Lethbridge *Herald*: "In announcing an increase in advertising rates, the *Herald* endeavors to show that the increase is just, and that the paper and its territory are well worth the concerted effort of the advertiser.

"At the time the last advance was put in effect, we increased the subscription rate 25 per cent. and the advertising rates 12½ per cent. Increasing the subscription rate and giving proof of growing service, together with the well-known fact that costs were advancing rapidly, showed the advertiser that the increase was fair.

"We have found it advisable to automatically increase advertising rates, a year from the date notice is given, stating that yearly contracts will be accepted any time during the year at the old rate for the balance of the year, and at the new rate after the date set for the increase. In this way, all advertisers pay the same rate each month during the year. Also, by this method, rates can be increased several times during a year.

"We call on local advertisers with the new rate card, and have found no difficulty in showing that increases are warranted."

Border Cities Star

Andrew E. Murdock, advertising manager, *Border Cities Star*, Windsor: "Complying with your request for information as to how we raised our advertising rates, we shall first explain in a general way how our advertisers are sold. Newspaper space must be bought intelligently to produce results. The average business man has, as a rule, a very hazy idea of advertising. He looks at the rate card when it is handed him, and he sees that the cost will be greater for the same amount of space than last year. Right here is where the opposition starts. Every commercial traveller meets opposition and kicks in his rounds, and the advertising solicitor is no exception. It is still the duty of every newspaper advertising man to sell space, and sell it intelligently. Sell space as if you were buying it yourself. Sell on results to be obtained, for unless the prospect can see results he cannot afford to stay in at any price. Show him where a regular schedule will pay. Make him a consistent advertiser. It's the occasional advertiser who needs the missionary work for a regular schedule—either daily or every other day. Every newspaper can show results where the advertiser is consistent.

"Inasmuch as the average advertiser does not know how, or has not the time to write copy, it is well to offer him service in copy writing. This is invariably helpful in space getting, as well as increasing the pulling power of the ads. The service part of the question is interesting inasmuch as —where are you going to draw the line on service? A small and occasional advertiser may be built up with service. Make this service talk part of your selling talk—tell him that you are willing to help out to a reasonable extent with writing copy.

"He should now be sold on the advantage of a regular schedule, combined with the sincere desire of the paper to help in the matter of copy. Up to this time you will note that rates have not been mentioned. Now sell him on rates, explaining the basis of same originally, and the why of the increase. Any fair-minded business man will realize the necessity of profit in the rate. Show him the reasonable side of the increase and then you should have no trouble to put the contract across. The appropriation should be allotted for the year, showing the amount of space that should be used and how often the advertisements will appear. Follow the matter up the year round and you will find that you have made progress.

"Referring particularly to the increase in the *Star's* rates, it would be necessary for you to go back to September, 1918, when the *Border Cities Star* succeeded the Windsor *Record*, which was carrying its advertising on a 25c basis. Immediately the *Star* put into effect a 49c rate. The staff was increased in all departments, and the old *Record* contracts were carried out in the *Star*, being renewed at the 49c rate on expiration. There was stiff opposition to the boost, and it has taken practically the whole year to smooth matters out. A great deal of missionary work was required to deal with individual cases. The *Star* itself has progressed, and proven itself worthy of its rates.

"The latest increase, which took effect September first, 1919, has been necessitated by the general increased cost of production during the year past. During the month of September, one solicitor has devoted the larger part of his time to effecting new contracts. New rate cards were mailed direct before he went out. His experience was varied and interesting, but invariably the contracts have been signed.

"There is no doubt that a large percentage of all daily newspapers will find themselves of necessity obliged to increase their advertising rates. Increase them now, and increase them wisely. Increase them with the advertisers thoroughly understanding the why and wherefore.

Be firm. Stick to your ground. The days of 25c white space at a profit are gone, and gone for good.

"Inasmuch as this article has been written amidst the rush of regular business, we feel that there are things left unsaid which might be of interest. A direct communication to the writer will be received with pleasure. Rate cards will be sent to those who ask direct."

Montreal *Daily Star*

The Montreal *Daily Star* announces a new rate card effective on January 1, 1920, and notice is being sent out by Mr. Wm. S. Marson, advertising manager, as follows:

Announcement is hereby made of a new tariff of advertising rates for the Montreal *Daily Star*, effective January 1st, 1920.

Reservation contracts may be entered, up to December 31st, 1919, for one year, at the old scale, provided a regular schedule of insertions he commenced before March 31st, 1920; otherwise such reservation contracts will be automatically cancelled.

Two copies of the new rate card are enclosed for your files.

The new tariff will supersede all previous schedules, and is subject to change without notice.

We have no doubt you will avail yourself of this opportunity of holding the old rates by entering new contracts, within the time limit provided, for any of your present and prospective clients to whom estimates at the old scale have been furnished.

The new schedule of the Montreal *Star* is worth noticing:—

Montreal, Que., Canada

THE MONTREAL DAILY STAR

Published Evenings Except Sunday

Rate Card No. 1
Issued October 1, 1919
Effective January 1, 1920

1—GENERAL DISPLAY ADVERTISING

a. Transient, run-of-paper, 20c. per agate line.

b...Optional line contracts for run-of-paper space to be used within one year.

500 lines	17c.	5,000 lines	14c.
1,000 lines	16c.	10,000 lines	13c.
2,500 lines	15c.	20,000 lines	12c.

c. Preferred Positions—Following and next reading, run-of-paper, 25 per cent. additional. Minimum space 28 lines, single column. (Special: Top advertisement on the two right-hand columns of Editorial Page, next reading, 25 per cent. additional for position only. Minimum space 28 lines double column. Maximum width two columns.) Specified Pages—No advertising space sold on first page. Third page, editorial, woman's, first financial and last page, 50 per cent. additional. Any other specified page 25 per cent. Maximum width on pages two, three and editorial, two columns. Maximum depth on third page, 150 lines.

d. Minimum display, five lines, single column. Minimum depth for two column advertisement, 28 lines; three columns, 50 lines; four columns, 75 lines; five columns, 100 lines; six columns, 125 lines; seven or eight columns, 150 lines.

2—CLASSIFICATIONS

a. Display Classifications—

		Financial Statements	20c.
Amusements	20c.	Government	20c.
Churches	10c.	Legal	15c.
Circus and Tent Shows	30c.	Municipal	15c.
Dividend Notices	10c.	Political (Cash in adv'ce)	20c.
Educational	15c.	Summer, Winter Resorts	15c.

b. Classified (Undisplayed).

Class I—"Board," "Found," "Rooms to Let," "Rooms to Let with Board," and "Situations Wanted": 25c. for 20 words, and 1½c. for each additional word, per insertion—cash in advance. No advertisement under this class will be charged.

Class II—All other classifications not enumerated under Class I—25c. for 20 words and 1½c. for each additional word, per insertion, when paid in advance. When charged, double rates.

Class III—**DISPLAYED HEADINGS**

One line headings set in 10-point condensed gothic type, 24 letters to the line:

Cash or
Charged — 50c. additional each insertion over the word rates

Private box number addresses in care of The Montreal Daily Star count as five words, no charge for rent. Postage when replies are to be forwarded, 10c. additional.

BIRTH, DEATH, ENGAGEMENT AND MARRIAGE ANNOUNCEMENTS

Births and Deaths	50c. each insertion
Deaths with Funeral Announcement	75c. each insertion.
Engagements and Marriages	$1.00 each insertion
Obituary Verse	50c. per count line
In Memoriam, Requiem Mass, Acknowledgments, etc.	50c. for 25 words and 2c. for each additional word per insertion.

Other Side:—

3—READING NOTICES

a. Advertisements in semblance of news, set in solid reading matter type with a heading different from the regular news headings, marked "adv." at the foot and placed under a double cut-off rule, in position following and next reading matter, minimum space 28 lines single column: Double rates.

b. Reading notices set in agate, at foot of a column of reading matter, followed by "Adv.," maximum space 10 lines single column: 50 cents per line flat.

4—COMMISSION AND CASH DISCOUNT

a. Agency commission, 15 per cent.

b. Agency cash discount, 2 per cent., 30 days.

5—MECHANICAL REQUIREMENTS

a. Width of column, 12½ ems pica, 2 1-12 inches.

b. Depth of column, 305 lines agate, 21¾ inches.

c. Eight columns to page.

d. Full page type space, 17½ by 21¾ inches.

e. Halftone screen required, 60.

f. Saturday, 32 to 48 pages. Other days, 20 to 28 pages.

g. Copy, cuts and mats must be delivered one full day in advance.

h. Illustrations must be denoted on copy by a print or proof.

i. The right is reserved to reject, outline, tool engrave or lighten borders, type and illustrations.

6. CIRCULATION

	Date of Statement	For Period Ending	Circulation
Member of the A.B.C.	May, 1919	March 31, 1919	113,862
	.....	.....	.....
	.....	.....	.....

7—MISCELLANEOUS

a. Advertising subject to approval.

b. Established 1869.

c. Price two cents.

d. The rates shown on this card apply both to local and foreign advertising.

e. The Montreal Star Publishing Company, Limited.

(Prepared in conformity with "Standard Rate Card" of American Association of Advertising Agents)

Calgary Herald's Ideas

O. L. Spencer, advertising manager of the Calgary Herald:

"The increasing of advertising rates is a subject in which I was and am again vitally interested, and in which I have had no small amount of experience. As you say, it is not a hard thing to sit down and decide that newspaper advertising rates should be increased so much per line. It is a different proposition altogether to make the advertiser view it in the same light. However, I must say that we have never had any trouble in this respect, which is due principally, I think, to the fairness of our claim in every case where we have found it expedient to increase rates.

"Undoubtedly the most convincing argument is quantity of circulation in the field covered by the paper, and this circulation, to be most productive, should be principally within a fixed radius of the centre. The ideal circulation, of coure, is, as we figure it, 100 per cent. paid up. It stands to reason that the man who pays for his paper, and expects to pay for it regularly, reads it. We never use premiums or schemes of that nature for increasing circulation because we believe that circulation so secured is not of as great value to the advertiser as circulation secured by personal solicitation where the subscriber pays the full price in cash for his paper. Another point we always feature very strongly, is the cost of the paper to the subscriber. It is admitted that the value of the paper circulation to an advertiser increases in proportion to the price that the publication can command from the subscriber.

"In the case of local advertisers an increase in rate is always put through on this paper by a personal call, and the solicitor chosen for this is the one who habitually handles the client's advertising for the paper. Perhaps I can give you more information of the sort which you ask for by enclosing a little circular which we forwarded during the first part of August to our national advertisers, and all the advertising agencies."

Mr. Spencer, it may be added, has only recently returned from four years' service in France, going back to the *Herald* in Calgary, on the first of July. He sends the circular referred to. It is reproduced here not in its original form, but for the purpose of supplying new ammunition to those who may wish to circularize agencies and advertisers regarding an increase in rates. The Calgary *Herald* raised its rates on October 1. The circular follows:

In announcing an advance in rates for advertising in its columns the *Herald* does so feeling that it is fully justified in taking this step, both in the added service it gives its advertisers and the greatly increased cost of production.

The *Herald* is the only evening paper published in the city of Calgary and is the largest daily newspaper between Winnipeg and the Pacific Coast. The circulation in the city of Calgary alone is over 15,000. Of this 13,500 are actually delivered by carrier in Calgary. The remainder of the 27,500 total circulation covers Central and Southern Alberta, Western Saskatchewan and Eastern British Columbia. The circulation of the *Herald* is audited by the Audit Bureau of Circulations, and we would call your attention to the fact that it is 100 per cent. paid up, having no arrears over one month.

It is admitted that the value of a paper's circulation to an advertiser increases in proportion to the price that the publication can command from the subscriber. Since 1913 the *Herald* has increased its circulation rates from $3.00 per year all round to $7.50 per year for carrier circulation and $5.00 per year for mail circulation, so that the advertiser is securing to-day a far higher quality as well as a far greater quantity.

A word about the *Herald* Service Department: Established several years ago with the object of assisting and co-operating with our advertisers this department has now grown into one of the largest and most important in our organization. Time and again it has proven its usefulness to advertisers, especially those making their entry into this rich field. Our Service Department will furnish you with full information regarding conditions affecting your particular line of business and the demand for your goods, it will compile trade reports, secure you representatives, arrange for demonstrations and window displays, and see to it that your advertising in the *Herald* brings maximum returns.

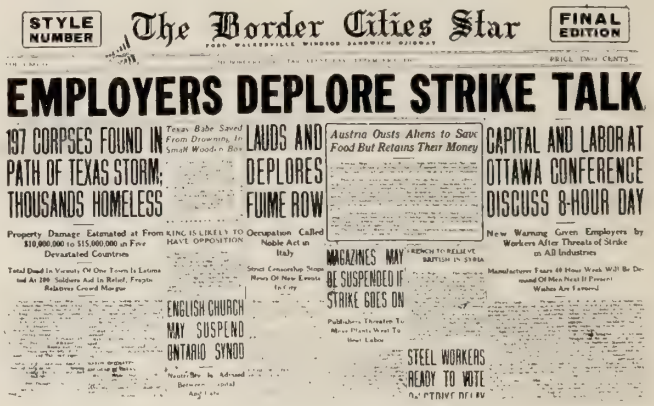
Western Canada to-day is prosperous. Business is good. Reconstruction on a peace basis is going forward with a swing. Prospects for selective agricultural immigration are splendid. Optimism for the future is the keynote of Western expression to-day.

Over 15,000 men returned from overseas have been demobilized in this district. This means in actual post war gratuity pay a sum of $1,500,000 monthly or an average total of five times that amount; 2,331 have applied to the District Re-establishment Committee to take up farms. Of these 2,071 have been granted qualification certificates. As yet approximately 500 only are actually disposed of, and the Government loans to date total over three million dollars. Some idea may be formed from this of what the present Soldiers' Land Settlement scheme means to Alberta in increased production. This necessarily means a largely increased market for manufactured articles—a better field for the advertiser.

For the past six years advertising in the *Herald* has been sold on the basis of 20,000 net paid circulation and even with the present increase of over 7,000 copies—which will no doubt be augmented during the life of this rate—the advertiser is securing exceptional value both in quality and quantity at 6c per agate line.

The development of Calgary as an industrial and commercial centre is to-day assured. The population has made a marked increase since the war. There are no vacant houses in Calgary and there are more houses building to-day than ever before in the history of the city.

The *Border Cities Star* turned out on September 17, a 28-page paper with a 12-page fashion supplement. A rough estimate would place the business carried in this issue at 132 columns. Just in passing, it is worthy of mention that the whole edition of the *Star* is creditable.


STYLE NUMBER

The Border Cities Star

FINAL EDITION

EMPLOYERS DEPLORE STRIKE TALK

197 CORPSES FOUND IN PATH OF TEXAS STORM; THOUSANDS HOMELESS

Texas Babe Saved From Drowning, In Small Wooden Box

LAUDS AND DEPLORES FUME ROW

Austria Ousts Aliens to Save Food But Retains Their Money

CAPITAL AND LABOR AT OTTAWA CONFERENCE DISCUSS 8-HOUR DAY

Property Damage Estimated at From $10,000,000 to $15,000,000 in Five Devastated Counties

KING IS LIKELY TO HAVE OPPOSITION

Occupation Called Noble Act in Italy

New Warning Given Employers by Workers After Threats of Strike in All Industries

Total Dead in Vernon, Of One Town In Latona and At 200 Soldiers Aid in Relief, Fragile Relatives Crowd Morgue

French to Relieve British in Syria

Strict Censorship Stops News Of New Lenoir Infancy

MAGAZINES MAY BE SUSPENDED IF STRIKE GOES ON

Manufacturers Fears 48 Hour Week Will Be Demand Of Men Next If Present Wishes Are Favored

ENGLISH CHURCH MAY SUSPEND ONTARIO SYNOD

Publishers Threaten To Move Plants West To Shun Labor

STEEL WORKERS READY TO VOTE

Its front page—top half especially—has that much-desired compact display, that looks well for the news stand on the half-fold. Apparently the *Star* is going strong without Detroit advertising, about which so much was said at the time Mr. Herman took over the property.

London Editor Dies

The death is announced in London at the early age of fifty-five of William Wray Skilbeck, editor of the *Nineteenth Century and After*. Educated at Harrow and Trinity College, Cambridge, Mr. Skilbeck entered law and was admitted as a solicitor in 1890. Three years later he became private secretary to Sir James Knowles, the founder of the *Nineteenth Century*, and married the youngest daughter of his employer. On the death of Sir James, Mr. Skilbeck succeeded to the editorial chair and kept up the traditions of what is generally regarded as one of the leading serious magazines of Great Britain. In his youth Mr. Skilbeck was noted as a prominent rugby football player, and he kept up his interest in other branches of sport until his death.

Mark Francis Napier, president of Reuter's Telegram Company, died at Inverness of heart failure. Mark Francis Napier was born January 21, 1852, being the son of the tenth Baron Napier and Ettrick.

Runs Store Along With Printing Office

And He Intends to Retire Shortly

By E. H. SOUTHALL, Winnipeg

I MET him in Wetaskiwin, Alberta, a quaint, old-fashioned man, soft spoken, mellowed and sweetened by 35 years of patient, honest work at the case, a pioneer of Western Canadian newspaper endeavor. Many printers will remember A. H. Liversidge. He worked on the old Brandon *Mail* and the Brandon *Times* back in '93; he set type for the Manitoba *Free Press* during the famous Luxton regime; he was vice-president of the first typographical union formed in Edmonton, at which time he was foreman on the old Edmonton *Post*. He has worked on a dozen other papers across the plains.

To-day he is firmly anchored in Wetaskiwin, where he publishes a trim little sheet bearing the title *Free Press*. He has been there for 13 years. He is a town councillor; he owns his plant in a central position on the main street, with an extensive stationery store in front which has proven a money maker; he owns his own home, and he is the father of ten children, seven daughters and three sons. His oldest son is still in Germany with the United States army, another son assists him in the print shop, and one of his girls is in charge of the store. He is as yet only 53 years of age.

"It is like finding jewels to meet the old fellows now," he said reminiscently. "I haven't run across one of them during the last few years. I suppose the years of endless strain, yes and the years of hard drinking, got a good many of them. In the old days a printer was reckoned a poor specimen of a man if he could not hold his own at the bar, and get properly "jagged" occasionally. I remember once back on the old *Free Press* in Winnipeg, how I worked five days and four nights at a stretch to save the frames of two of the boys who were off on a prolonged spree. Toward the last my fingers became so numb that I had to put them in water near the boiling point in order to make them sensitive enough to go on with the work. In those days a man was fired if he did not turn up on the job. And work—the printers of the present day with their eight-hour shifts don't know what work is. It was nothing to work 14 or 16 hours at a stretch then, for everything was handset, and there was no point system as at present. Often when we had no lead cutters we used to use scissors to cut the lead down, and use pieces of carboard to make it fit. It would take us five hours to set an ad. that could be set in one hour to-day.

"I remember way back in the early nineties, on the Brandon *Mail*, when we used to grind out 3,000 weekly papers. I used to go down in the cellar about 8 o'clock at night, and it would be daylight the next morning before the end was in sight. I was foreman on the *Mail* in those days and we used to do some of the C. P. R. printing. I remember how we once ran off 3,000 posters in three colors. It created somewhat of a sensation among the craft. It was in Brandon that I was married in 1894."

Mr. Liversidge recalled the first plant he ever owned at Morris, Manitoba. "They played me for a sucker and it was good experience," he said. "I never will forget the view that caught my eye when I opened the door and looked into that shop. It was the dirtiest place I ever saw before or since. The former proprietor had been a bachelor, and he not only used the premises as a print shop, but he ate and slept there. The last straw was two barrels of type pie, which constituted most of the type in the place. However, I went to work and cleaned up, remaining there from 1901 to 1903. I was Conservative in politics in those days, and helped very materially in the election of Hon. Colin H. Campbell to the Manitoba House. I remember one stunt we pulled off at that time when we published a circular in three languages. I am independent in politics to-day.

In the Days of Pi

"But speaking of pied type, there were 20 barrels full when I became foreman of the Edmonton *Post*. In those days Edmonton was on the frontier (that was in 1904) and we had the toughest assortment of printers it has ever been my experience to meet. It was hard to keep enough of them sober at one time to get out the paper. That was the explanation of the pied type. We immediately proceeded with the formation of a typographical union, of which I was one of the charter members and first vice-president. Then the first thing we proceeded to do was to clean up the town. If a printer persisted in getting drunk and neglecting his work we fired him. I incurred the bitter enmity of a lot of these fellows and they threatened one day to grab me and dump me in a barrel of water. We succeeded, however, in cleaning up the town in quick order."

A. H. LIVERSIDGE.

Mr. Liversidge tells an interesting story about how he came to acquire his present plant. After he left the Edmonton *Post*, he engaged in commercial job printing in that city for one year, after which he took over the Leduc *Enterprise*, which he operated for a couple of years, during which he published a view book of Western Canada. It was in 1906 that he took a run over to Wetaskiwin to look over the situation. There were two newspapers operating in the town at the time, but they were both very crude in their make-up, and neither of them had a modern plant.

When He Got Located

"I went into this town a complete stranger," said Mr. Liversidge, "and the main thing I did on this scouting trip was to keep my mouth shut. If either of the other fellows had known what my mission was they would have frozen me out. Wetaskiwin was going strong in those days, and

the only vacant building in the town was a tumble-down paint shop. I rented it without telling the owner what use I wished to make of it, and then suddenly about a month later I moved in my plant. Well, you never saw two such soreheads as the other fellows were. I only undertook to do job printing and the merry fight started. It was up and down hill for several years after that with every effort made to get me out, but I stuck and I am here to-day with only one opposition. In 1907, a deputation called upon me and asked me to start a paper. I did so, starting the Stoney Plains *Gazette*. After that the paper was run under the name of the Wetaskiwin *Saturday Dispatch* and Hardisty *Enterprise*, and this was subsequently changed to the Wetaskiwin *Free Press*.

"I operated in buildings on side streets for quite a while before I finally landed on the main street, and then one day when I was in the bank, the manager suggested to me that I should take over a small frame building over which they had control. It was situated in the heart of the business section. I told him that I did not have the money and that in any event an addition would have to be built on the rear for a print shop. He offered to put up the money for the addition and allow me to pay for the building on the monthly payment plan.

HE RUNS OTHER THINGS, TOO

"To make a long story short these plans were carried out, and I decided to convert the store proper into a stationery shop with a little office in the rear and the print shop behind that. I have now tried this combination for a number of years and I would recommend it to any country printer. In addition to stationery, I may say that we print all our own legal forms, we carry most of the lines for a country store of this kind, including novelties, toys, musical instruments and wall paper. We are constantly getting in new lines and making improvements, and I keep big display ads running in the paper advertising the store. We score all the time by this combination.

"I have made a specialty of band instruments, having played as a drummer in the Cavalry band in Winnipeg, in the Elgin, Manitoba, brass band, and in the Wetaskiwin band. I have outfitted all the bands in the district. I have also made a specialty of violins, and in order that I might demonstrate these instruments to customers, I took a course of 72 lessons which enables me to sell convincingly. At Christmas time our sale of toys, novelties and other lines suitable for gifts is so heavy as to necessitate the employment of seven or eight clerks.

"I find that operating the stationery store brings us printing that we otherwise would not get.

"I have the best plant here now that I ever worked in, in fact it is two plants in one, for I have combined my old plant with one which I purchased in Winnipeg, and which includes the old cylinder book press that was formerly the property of the Manitoba Deaf and Dumb Institute. With the large assortment of type on hand we can make up-to-date layouts, and if necessary we can work for a month before starting to clear up. I started this business with a capital of $1,500, and I am now worth about $15,000. I expect to retire in three or four years when I have a 20 payment life policy coming due."

ORIGINALLY CAME FROM ONTARIO

Mr. Liversidge served his apprenticeship with the Owen Sound *Times*. After a period of three years he went on the Owen Sound *Sun* for a couple of years, then on the Chatsworth *News*. He came West about 27 years ago, and in addition to working on the Brandon *Mail* and *Times*, he also was employed on the *Sun* in that city. During his stay in Winnipeg he worked with the Stovel Co., with McIntyre Bros. & Buckles, with the *Western Home Monthly Magazine* and for two years on the Winnipeg *Commercial*. Following a couple of years spent at Morris, Man., he published the Elgin *Banner* and the Belmont *Eye*. He was afterwards connected with papers at Sidney, McGregor and Moosomin, where he worked on the *Spectator*. Then he passed on to his Alberta experiences. While in Winnipeg, he was attached to a number two gun of the Field Artillery.

This fine old printer has always played a strong part in the community and fraternal life of the towns in which he lived. He was only defeated in the Wetaskiwin mayoralty contest by eleven votes. He is a member of the Oddfellows, Maccabees, Foresters, and Sons of England societies. He has the friendship and patronage of all merchants in Wetaskiwin. He makes the proud boast that he never offered a printing business for sale. In every case he had won the good will of the community, and put his plant in such shape that he received voluntary offers. Recently, he turned down the proposition of a partnership in his business for cash.

Mr. Liversidge has an interesting relic in the Riel Rebellion number of the Winnipeg *Sun*, now the Winnipeg *Free Press*. It is a 28-page issue, seven columns in width, and contains 132 photographs of the leading figures during this memorable period of Canadian history, including a picture of the outlaw Louis Riel.

The London Week-end *Mirror*

Mr. Wallace J. Laut, formerly managing-editor of the London *Advertiser*, is the power behind the London *Week-End Mirror*, the first copy of which came to hand only a few days ago. Eighteen pages, with lots of advertising, looks like a good start. The *Mirror* is strictly a London and district proposition, and plows deep and wide into what the folks are doing in that place.

Wallace J. Laut was always more or less of a philosopher as to what a paper should be or should do, so we were just a bit curious to catch the drift of his new venture. He says: "The *Mirror* will deal with many phases of community life, always with a desire to deal constructively

London Week-End Mirror

An Independent, Illustrated Weekly Paper.
Published at London, Ont.
Downtown Offices, First Floor, B.N.A. Building

Wallace J. Laut - - - - *Editor and Proprietor*
Isabel C. Armstrong - - - - *Associate Editor*
Bert. B. Perry - - - - *Advertising Manager*
Mrs. R. M. Graham (Phone 3547) - - *Society Editor*

SUBSCRIPTION RATES

Single Copies - - - - Ten Cents
Yearly - - - - - Four Dollars

Advertising Rates on Application.
PHONE 7561

LONDON, ONTARIO, SEPTEMBER 18th, 1919

rather than destructively. It will believe in wholesome play and entertainment quite as much as in the study of political and economic questions. It will endeavor to show the viewpoint of the people—of many people, of the rich and the poor, of the employer and employee. It will not assume too many airs of deep knowledge, while at the same time it will search for the facts of the problems that confront one and all."

The *Mirror* has a human sort of touch all through, and it is put up in such a way as to be able to hold up its head in its own community. In fact it seems to have none of the limp or excuse of a first-nighter.

The *Mirror* starts out like a real paper and the publishers are relieved of the task of offering any excuses or telling the readers of the worries of getting out the first issue.

Publish a List of Their Correspondents

Make Them Feel Responsibility

A REPRESENTATIVE of PRINTER AND PUBLISHER dropped into the office of the Camrose, Alta., *Canadian* the other day and asked for the editor. "You are speaking to her right now," said the very attractive young lady who came to the counter.

Recovering from a temporary collapse the representative introduced himself to Miss Ila Henry, and found that after eight years' experience as managing editor of this very fine little weekly she could show many of the mere men who publish country sheets some pointers in the game. This little lady is a thorough business woman. She solicits all advertising, gives her staff instructions as to its display, handles accounts, and writes all the matter in the paper, including some very trenchant editorials.

Miss Henry has instituted a plan for putting country correspondents on their mettle which is working successfully, and which might well be emulated by other publishers in Canada. In the first instance she has placed the matter of remuneration for these correspondents on a strictly cash basis, then in every issue of the paper she publishes a list of the correspondents in tabulated form with the districts they represent. She first obtained their permission to do this. With their names revealed to the public in every issue there is provided a strong incentive to make good. It is an appeal to their pride. They cannot, as in the case of most country correspondents, bide in the background. Furthermore they are more prone to make their accounts accurate, and keep out the little stings when they know they are out in the limelight. This section of the Camrose *Canadian* is right up to the mark, and one of the best in the West. As a circulation producer it is a winner.

Miss Henry was fortunate in securing as a linotype man T. H. Gray, who was formerly for six years night foreman on the Edmonton *Bulletin*. The plant is located in a new building very finely equipped.

Keeping Ad. Pages Bright

"I think I will have to drop you if you do not change the matter in your advertisement," was the surprising statement made to a Camrose merchant by Miss Henry. "We cannot afford to have dead matter either in our editorial or advertising columns," she explained further, "for it reflects on the management of the paper. Besides you are not getting value for the space you use. It is unsatisfactory all around."

This firm, which used to let its advertising stand for three or four weeks at a time without changing, decided to mend its ways. It asked the editor for her assistance, and the next announcement that occurred woke up the town. Incidentally, the proprietor, who helped to design the ad., quoted beans in mistake at a price below their value. There was an immediate rush for beans, and inside of two days the firm had cleaned out one ton of this commodity at a loss. Incidentally, they sold several large orders of groceries which more than overcame this loss, and the experience they gained was very valuable. The ad. is changed every week now, and is one of the best in the paper.

Results From Small Space

In discussing the question of effective advertising, James Penny, one of the proprietors of the Cabri, Sask., *Clarion* expressed the view that often the very smallest advertisement was more effective than the largest one if some ingenuity was shown in making it exceptionally attractive. He recalled that when he was running a paper at Hope, B. C., a coal merchant brought in a steady volume of business with a two inch ad. which he ran continuously.

"When this man came in to see me about advertising, when he first opened up business," he said, "he asked me to pick out some corner in the paper where he could depend upon his announcement always being placed. I did so, and the ad. remained there as long as I was in Hope. The method of this merchant was to use a catch line with every ad. followed by some bright original matter, often of a humorous nature. He made such a hit, that readers would invariably pass over the other announcements and turn over to the little coal ad. They enjoyed reading it. I remember once that he ran an announcement headed: "A cure for cold feet." It went on to say that the shoes should be removed and the pedal extremities held up before a grate fire in which his coal was used. That was the gist of it, but he had some good humorous twists to it. The ad. cost him little, but it paid big dividends.

Carlyle Herald on the Job

Regina *Leader*:—One of the best examples of the country newspaper enterprise has been put over the top by the Carlyle *Herald*. On Thursday afternoon and evening there was held, as already announced in the columns of this paper, a convention of the supporters of the Grain Growers' candidate, in the town of Carlyle; which, owing to the necessity of taking five ballots, in the selection of a candidate for eighteen nominees, did not terminate until eleven o'clock. But this did not daunt the zeal and enterprise of Eddie Holmes, the editor of the Carlyle *Herald*, who before midnight had his paper in the hands of the central executive, containing a comprehensive and accurate report of the convention, with the announcement of the candidate. It also contained a short sketch of the new aspirant for parliamentary honors; thus being the first on the ground with a report of the proceedings and preceding the daily papers of Regina and Winnipeg by several hours.

The Carlyle *Herald* is one of the cleanest and newsiest country papers in the Province of Saskatchewan, and in view of the fact that the whole of his paper is set by hand, his achievement is one which is deserving of more than passing notice.

It is also interesting to note that the same paper, the Carlyle *Herald*, has only missed one mail in 13 years. PRINTER AND PUBLISHER is arranging for an article from this live Westerner, on how he puts the ginger in and where he gets it.

Coast Officers Elected

The British Columbia and Yukon division of the Canadian Press Association met in Kamloops. Officers appointed were past president, F. E. Simpson, Kamloops *Standard-Sentinel;* president, F. J. Burd, Vancouver *Province;* vice-presidents, L. J. Ball, Vernon *News*, and J. Tait, Victoria *Colonist;* secretary, Hugh Savage, Cowichan *Leader*, Duncan; executive, E. S. Duncan, Kamloops *Telegram;* J. A. Bates, Fraser Valley *Record Mission*, and W. Jordan, Revelstoke *Review*. It was resolved that as a large proportion of advertising, the insertion of which is now limited to the B. C. *Gazette*, is of public interest and of a nature with which the public should be familiar, the Government be petitioned to enact legislation making obligatory the publication of such notices in the papers published in the localities concerned. The convention advocated the adoption of the standard cost finding system by all publishers. The Provincial Government will be asked to reconsider the amendment referring to the publication of tax sale lists. In the general interests of municipalities, the public and investors, it was considered that the publication of such lists should be again made compulsory. Kamloops City Council and Chamber of Commerce welcomed the editors.

Telling Agencies What They Want to Know

A Great Help in Securing Business

AGENCIES want information—not too much of it, but enough. Weekly papers want to cultivate the national advertiser. There has been more thought given to this matter in the last year or so than ever before. The national advertiser, as well as the Agency house, wants information. If your paper circulated in a territory where there should be for sale a certain line of goods it is your good business to get out and tell your story. You cannot go, but you can send particulars.

Mr. Oscar W. Juckes, publisher of several papers in Saskatchewan, uses a very well-arranged letter for sending to agencies and prospective advertisers who may do their business direct. Here is the way it is worded:

GENTLEMEN:—

I take this opportunity of submitting to you the following information regarding my four Weekly Newspapers. I trust that from time to time you will have clients wishing to place advertising in one or all of my Publications, and that the information given here will be of a help to you in securing such advertising.

THE BEACON, Central Butte, Sask.

Is published on Thursday of each week and has a circulation of 550; Subscription $1.50 per year. The town of Central Butte is located on the G. T. P. Ry., 70 miles N. W., of Moose Jaw, Sask., and has a population of 450. The chief industry is mixed farming. This growing town has 4 elevators, 2 churches, Public and High school, hospital, skating and curling rinks, bank, Agricultural Society, and the largest Rural telephone exchange in Western Canada.

THE PROGRESS, Melville, Sask.

Is published on Wednesday of each week and has a circulation of over 700; Subscription $1.50 per year. Melville has a population of 3,500 and is rapidly growing into a city. This enterprising town is a divisional point on the main line of the G. T. P. Ry., 280 miles northwest of Winnipeg, Man., and 85 miles northeast of the city of Regina, Sask. Chief industries: Farming, creamery, wholesale grocery, and G. T. P. shops and roundhouse. Melville has 5 churches, 4 schools, college, hospital, fire hall, municipal hall, electric light and power plant, and three hotels.

THE POST, Lawson, Sask.

Is published on Friday of each week and has a circulation of 375; Subscription $1.50 per year. The town of Lawson is located on the G. T. P. Ry., 80 miles N. W. of the city of Moose Jaw, Sask., and has a population of 275. It has 4 elevators, church, telephone exchange, municipal offices, bank, etc. Chief industry is farming.

THE TRIBUNE, Mawer, Sask.

Is published on Friday of each week and has a circulation of 360; Subscription $1.50 per year. The town of Mawer is located 60 miles northwest of Moose Jaw, Sask., on the Grand Trunk Pacific Railway, and has a population of 275. Mawer has four elevators, church, school, bank, telephone exchange, curling rink, etc.

ADVERTISING RATES:

Advertising rates for each of the above weekly newspapers are as follows: 20c *per inch, per each insertion, gross, plate matter; Type* 30c *per inch.* Usual commission allowed advertising agencies. Copy must reach offices the day before publication day. All papers 8 pages, 6 col. 20 inches, 13 em measure.

Thanking you for your liberal patronage of the past, and wishing your agency continued success, I beg to remain,

Yours truly,
OSCAR W. JUCKES,
Publisher.

Hamilton Printers Hold Meeting

C. L. Stern, technical expert of the Linotype Machinery Co., of London, England, was the speaker of the evening at a meeting of Hamilton Master Printers, Pressmen and Feeders at the Royal Connaught, on the 16th of September. Some 65 were in attendance. Mr. Stern devoted much of his time to the importance of a good make-ready, the abolition of wooden blocks and furniture in order to get a perfect register. Mr. Stern has travelled extensively, and drew upon his experiences in other lands to make his address instructive and entertaining. An interesting portion of the evening's entertainment was provided by Mr. Stern's collection of lantern slides on the L. & M. press, showing details of the offset and direct litho rotary. Reference was also made to the works of the L. & M. Co., near Manchester, where 2,000 employees have the benefits of bowling greens, cricket and football grounds, tennis courts, canteen and lecture halls, etc. In this same plant there is a technical school to teach the apprentice class.

C. L. STERN.

Mr. Stern has since left this country and is now on his way to Australia.

The Victoria, B. C., *Daily Times*, on September 23, issued an elaborate supplement in connection with the visit of the Prince of Wales. The military activity of the Province was set forth in detail, and the history of the various battalions overseas was fully covered. The paper in reality forms a very complete historical record, well worthy of preservation by those interested in the locality.

The *Sunday Pictorial*, owned by Lord Rothermere, brother of Lord Northcliffe, has set the greatest record in the history of journalism. Starting four and a half years ago it leapt to popularity at a bound and at the beginning of this month its circulation reached over 2,500,000 per week, the largest in the whole world for a paper of its kind. Not only this, but owing to the very limited advertising space they have charged $5,000 a page, the highest price ever asked by any newspaper of its kind, and the advertisers are eager to give it.

The *Leader-Mail*, Granby, Que.:—From the promoters of the Fletcher's Field Carnival in Montreal comes a cool request for four dollars' worth of advertising space in exchange for a "complimentary pass" (value not stated). Until we can find some printers who are willing to take their pay in passes we are obliged to decline this kind of trading.

Better Advertising Plates Are Needed

By Fred T. Hill, Riverhurst, Sask.

THE country printer is one of the busiest of mortals. The publication of a newspaper, however small, takes a certain amount of time each week and, should job work intrude upon the days sacred to the gathering of news and the composition and publication of his paper, he must make up the time borrowed by working after hours in order that his sheet may come out on the regular day. It frequently happens that he loses several hours of sleep each week for two or three weeks in succession, sometimes owing to the pressure of job work, and sometimes to the carrying of extra pages in the sheet. The latter is made necessary by special sales conducted by local tradesmen or by the insertion of large advertising plates.

These plates are often a source of annoyance and loss of time to the printer when the latter cannot be afforded, as few of them are properly made. Some are too high and the base must be planed down; others are too low and must be built up. Many are not accurate in measurement, being half an em, or an em, narrower at one end than at the other. These defects are well known to all printers; and the large advertising plates are not the only offenders. Stock cuts, electros, etc., turned out by concerns other than type foundries, are nearly as bad. The writer has known printers who go to church occasionally, and printers who go to church regularly, but he has never yet known a printer who did not indulge in a little profanity at some time in his life owing to the perversity of an electro that could not be made type high and would not come up evenly with the type surrounding it in his form.

The plates supplied to the printers of Canada in the 1918 Victory Loan Campaign had all the faults enumerated above. The writer has good cause to remember them as it was necessary to carry extra pages, and at the last moment, when the paper was on the press, work had to be stopped in order to make the plates, or the type surrounding them, print up. In the case of a high plate in a form, which raised one end of the ink roller, a sheet or two of paper placed under the opposite form sometimes served to give the necessary level. Sometimes it was necessary to plane down the block, which was not always easy, as some were higher at one end than at the other. One plate recived could not be used. Both plate and wood block were so badly warped and twisted that printing was impossible and the plates supplied a brother printer had to be borrowed.

The firms making these advertising plates undoubtedly know their business, but their work is not always up to the standard, and, in some cases, carelessness is shown as, for examples, in the mortising of cuts. Sixty per cent. of these are not mortised squarely, and according to em measurement, and the printer must cut leads to waste lengths and resort to the time-honored custom of inserting the sharpened ends of matches to make the type hold. This should not be necessary. The manufacturers of electros and cuts should turn out their products so that they reflect credit upon the makers and the many thousands of printers who use them will have reason to rejoice at the change.

FRED T. HILL

The matter complained of in this letter is not new.

Many a printer has had trouble in getting his wooden blocks to behave themselves while in the forms. Makers of cuts are having troubles of their own at the present time in getting a good supply of wood, such as will stand the test of time. Very often cuts are prepared for a series of ads. that will run for some months and then repeat. By the time they have stood on the shelf of the print shop, especially if the first time used they had a bath of lye and water, until the next insertion, the chances are they will be warped. There are other offices where care is given to keeping water off cuts, but it is a hard matter. It is a good practice to turn wooden base cuts with the wood up as soon as forms are placed on the stone and unlocked. It helps to prevent warping. PRINTER AND PUBLISHER believes that agencies placing these ads. would be pleased to hear bona fide complaints about warped and twisted plates. Agencies are paying good money for this work and would be pleased to hear if their clients are not getting as good service as it is possible to secure.—Editor PRINTER AND PUBLISHER.

Victim of a Hold-up

Vancouver *Province*:—The above drawing is Mr. J. B. Fitzmaurice's own conception of an unpleasant little incident in which he played a prominent, though unwelcomed part. In company with another member of the *Province* staff Mr. Fitzmaurice was last evening enjoying an after-dinner stroll in Stanley Park and had reached the section near the duckpond when a tall man and a short man stepped out of the brush toward him, drew revolvers, and ordered him to throw up his hands. With a revolver pressed against his body he had no alternative, and the robbers, who wore caps pulled down over their eyes, went through his pockets and then told him to keep on walking. They took his money, watch and cigarette case.

The McGraw-Hill Company of New York have been using full pages in metropolitan papers to advertise their technical papers.

The editors of the Dodsland *Prairie Times*, copies of which are before the writer, are creditable for a town—or whatever it is—of that size. On the best days a population of over 200 is hardly claimed, and yet there is turned out a smart, all-home-print paper. From now on it is expected that eight pages will be used. The composition is clean and well spaced, the print clear, and considerable taste displayed in the make-up of the front page. A page is devoted to editorial matter, local subjects being largely dealt with.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

Vol. 28 PRINTED AT TORONTO, OCT., 1919 No. 10

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Not the Publicity They Wanted

WESTERN Canada went in for a publicity stunt during the past summer. The municipalities, Government and railroads think that by bringing a party of U. S. editors through the country they will secure enough publicity in American papers to repay them for any expense they may be put to.

It appears to be largely on the line of calling the reporters in and giving them a pair of boots to announce the coming of a fire sale, instead of going direct to the office and buying space from the advertising department.

The Prince Albert *Daily Herald* thinks mighty little of the brand of publicity that district is securing. He prints from the columns of the Carlinville (Ill.) *Democrat*, as follows:

"Our party spent part of an afternoon and evening at Prince Albert, which is within thirty miles of where civilization ends in northern Canada. We were entertained at supper out at the county fair grounds, it being the closing of a four day agricultural exhibition. The greatest exhibit I saw was the Indians, half the population in attendance being Redskins. There was also a hungry-appearing Midway aggregation, most of the performers in which expressed a keen desire to get back to the States. The Prince Albert section of the country has been hard hit by the drouth this year, as in fact it has been for several seasons past. I asked a man on the depot platform how long it had been since they had a rain out here, and he told me he couldn't tell me as he was a comparative new-comer, only having been here twenty-four months and they hadn't had one since he came. There are a lot of trail-blazers out this way who failed to get their seed back this year and who will get along on mighty light rations the coming winter. That's the lot, however, of the pioneer. 'Twas ever thus even when Illinois, Iowa, Kansas and Nebraska were going through the sweating period of the early days."

The Prince Albert *Herald* goes on to state that this " is about the type of the most of the material that was written by the reuben proprietors of one-horse papers from various parts of the States who were junketed around through this country and upon which the Board of Trade of this city spent several hundred dollars. The nature of the material contained in the report is its own answer and of itself need not cause any worry except that it is circulated to some extent among the people from whom immigration might be expected."

Well, what else can be expected from a joy-ride? The conception is wrong in the first place, and that being so, all the rest must follow in the same direction.

Western Canada wants publicity. So it gets a party of editors from United States to go over the country. It dines them and parlor-cars them all over the landscape, in the anticipation that they will be so impressed with Western Canada that they will immediately devote great gulps of space to telling all their readers to tear up house-keeping and cross over to the Canadian West. Is it national or likely that they will do any such thing? Hardly.

If the Canadian West, including the Boards of Trade, Governments and railroads, want to advertise that country, they should go about it in a systematic manner. Let them select the papers in districts they wish to influence, prepare their copy and go ahead with their campaign as another large advertiser would do.

This business of buying publicity by hoping to give the people a good time is worn out. The glad-hand and its family are not as effective as white space filled with good, straight facts about your case, put there as you want them, not as you would like to have them.

It looks as though the "touring idea" was due to pass on and out. At any rate it is safe to assume that there will be one paper in Prince Albert ready to jump on it like a whole ton of bricks.

What is the *Expositor* Up to Now?

THE trouble of having too many Tory readers for a Liberal paper has evidently worried the Brantford *Expositor* or troubled its conscience, for it is now running a wee editorial page for its Tory friends, so that they may survive the provincial political contest.

To this the ghost of the *Courier* has been unchained for the time being, and now cavorts on a page opposite the *Expositor's* editorial opinions.

And so it is that one can read on one page that Sir William Hearst is a man of many parts, of fine attainments and general good fellow, worthy of all support, and of all ballots. Right across the line, on page five, the disgruntled reader can learn that truth is mighty and must some time or other be allowed a hearing. And here, under the auspices of the "loved long since and lost awhile" *Courier* heading, the Tory reader finds solace. He places his feet on the hearth of the kitchen range, drinks deeply through a political throat that has been nursing a drought for many a moon in Brantford. He has learned in the last few days to love that fifth page in the *Expositor* with a passion that is as strong as steel and as lasting as garlic.

Likewise the *Reform* reader who used to have the flies brushed off him with the good old Grit *Expositor* when he was sleeping in his cradle, blinks and puts the blinkers hard on that offending right eye that rests upon that right hand page—No. 5. There he is, trying still to saturate his being in Reform truisms, while his elbow must needs at the same moment brush against Trenchant Toryisms Truthfully Told.

So there the *Expositor* is dividing its audience into the Rights and Lefts. Imagine a good Tory advertiser signing up for space on that good Tory page, but picture a good Grit space-buyer wanting to know why under the sun his ad. was shoved in there with such a bed-fellow.

We hope the *Expositor* is having a good time with its tandem. If the Brantford paper can make that blue and red team trot along together, without either putting a hoof up over the dashboard, all will be well, and the world will have been given a new and a great lesson.

Reorganization of the C.P.A.

Editor PRINTER AND PUBLISHER, Toronto:

When the circular announcing the annual meeting of the C. P. A. for last June arrived, accompanied by the proposed amendments to the constitution, including the bolshevik proposition to dynamite at one shock what has been half a century growing to its present proud status, there was reason to pause and think. Surely this proposition did not come from any of those who have stood by during all those years, and helped as they could to bring the C.P.A. from its cradle to strength and real usefulness. When we cast up the account, and give the stronger growth of these later years full credit for all that has been done by it for the advancement of the trade generally, the strengthening of the position in every way of the collective and individual newspaperdom of Canada, the suggestion that by one fell stroke we go back to our infancy as an association can have few supporters.

On the other hand, when we read in PRINTER AND PUBLISHER things that mean, reduced to plain terms, a possible intention of one section of the association to remove from the map the very element which stood by the association in the days of its weakness, and made it worth the proud name it has borne, and the power it now is in the Dominion —who literally saved it, so to speak, at a time when it was hardly worth saving—again we marvel. For I remember, as others do, when its meetings were small, spiritless, and fruitless, held in obscure quarters, and nothing left for the few attendants to take home with them.

It is not necessary to disrupt the parent body in order that some one branch of it may the better carry out its particular purposes.

The resolution of the Alberta division, along these lines, as quoted in Bulletin 553, just to hand, is a masterly summing up of the situation, and should receive careful thought by members before they come to vote on the disruptive proposition in the proposed amendments. This paragraph should be published broadcast among the members, and I append it in full, that all may read:

> "This division of the C. P. A. recognizes the fact that the interests of the various sections of the associations are diverse in detail, though similar in general. It believes that greater efficiency would be secured to each section by a division of management and of managerial expenses. It therefore recommends that the annual meeting should consider favorably the suggestion of such changes as may enable each of the present divisions to organize and conduct its own enterprise, and it urges that in so doing care be taken to preserve the unity of the present Canadian Press Association, in order that the press of the country may continue its united efforts whenever called upon in the interests of the Dominion."

It is hoped the utmost care will be shown in handling the subject, when the members come together. Surely the wisdom and statesmanship that has guarded the ship over the seas up to the present high standing can find a basis on which the work may continue, with all interests fully served and conserved, without disrupting the entire structure to accomplish—what?

JOHN H. THOMPSON,
Thorold, Ont.

Liability for Arrears

The following information regarding a subscriber's liability for arrears of newspaper subscription appeared in the legal column of a recent issue of the *Mail and Empire*:

W. S. Bond, Stroud—I subscribed for a local paper for one year and paid for it. After that they kept on sending the paper to me for three years and now demand payment. Am I liable? (2) They also demanded the subscription price for 1920. Must I pay it?

Ans.—It is difficult for a newspaper manager to keep in mind the date when the subscription of a subscriber will expire. Naturally the circulation department continues to send the paper expecting to hear from the subscriber if any change is to be made, or if the paper is to be stopped. If the subscriber continues to take the paper from the post office after the time his subscription has run out, an "implied contract" is thereby created that he will pay for the paper which he has allowed the proprietor to send him, and that his subscription shall continue on the terms of the original contract. (2) The original contract probably required six months' notice to be given to put an end to the contract, and it may state that it will continue until terminated by some notice, given before the end of the subscription year. On account of the smallness of the amount, and the number of subscribers, these conditions are not unreasonable. But of course the newspaper cannot claim for the year 1920. There is no implication that subscribers are bound beyond the current year.

New York Has Big Strike

Two hundred and fifty New York printing plants, employing 10,000 men and publishing nearly all the magazines and trade journals issued in New York, as well as a large percentage of the books printed there, were closed on October 1, by a simultaneous "lock-out" and "strike."

The lock-out ordered by the Printers' League Section of the Association of Employing Printers, is supported by the International Printing Pressmen and Assistants' Union of North America, the American Federation of Labor body, which is waging a battle for supremacy over alleged "outlaw" local unions. The local unions involved are Pressmen's Union No. 51, Franklin Union No. 23 (feeders); Paper Handlers' Union No. 1, and Job Press Feeders' Union No. 1.

The men affected by the lock-out order assert that they are on strike and predict that they will win their demands, which include a 44-hour week and a $14 weekly increase in wages. Pickets were placed before all shops.

The employers have issued orders that their plants are to remain closed until such times as they can be reopened with forces composed exclusively of members of the International Union.

Northcliffe Firm on This Point

The machine managers of the *Daily Mail* addressed a letter to Lord Northcliffe, proprietor of the newspaper, saying: "We wish to enter a strong protest against the treatment meted out to the National Union of Railwaymen in the columns of your press."

Lord Northcliffe, in a reply which was printed in the *Mail*, says that he has no intention to allow his newspapers to be influenced in this or any other matter by anyone.

"I am entirely satisfied with the attitude of my journals towards this national calamity," says Lord Northcliffe, "and rather than be dictated to by any one or any body of men, I will stop the publication of these newspapers, and have so informed the Newspaper Proprietors' Association."

Did Not Join the I.T.U.

Rochester newspaper writers, who recently presented demands to publishers of the four English daily newspapers of the city for increases of salaries and other concessions, have withdrawn their application to the International Typographical Union for a charter, on the ground that the measure for control of the editorial departments insisted upon by the International as part of the proposed agreement with the publishers was inconsistent with the traditional independence of newspaper men. An association known as the Rochester Newspaper Writers' Association, and unaffiliated with any labor organization, has grown out of the proposed union, and the publishers have signified their willingness to consult with the new body. They previously had refused to recognize any organization of news writers affiliated with a labor organization.

Monotype Exhibit at Toronto Exhibition

Showing Work Done for Returned Men

TWO and a half years ago the Lanston Monotype Machine Company of Philadelphia opened a keyboard school in Toronto as a service to their Canadian customers. For a beginning six keyboards were installed, with such good results that, in November 1918, three more keyboards and five casting machines were added, and the school moved to larger quarters in the Lumsden Building—the same building in which the Monotype Canadian offices are located. Complete courses are now given in keyboard operating, casting machine operating, and combination operating, under the supervision of skilled instructors.

This school has been particularly beneficial to the soldier-printers. The majority of the students are printers who have returned from the Great War disabled to such an extent that they cannot return to their former trade as compositors, but they find that they can easily adapt themselves to the Monotype. Operating the Monotype is simply another branch of the printing trade where these men can put to good use the knowledge acquired as hand compositors before enlisting. Thus, in a very short time, they are fitted back into a branch of their former trade, which otherwise might not have been possible, had it not been for the nature of the work offered by the Monotype.

One young printer who became a successful keyboard operator, says: "After I was wounded and began to think of civil life, I wondered what I would do. As I had lost both my legs I didn't think there would be anything outside of bookkeeping for me, but after hearing about the Monotype keyboard I took the course, found the work interesting and entirely suited to my disability. Thus, before very long, I was back in the printing game again, earning my money the same as I did as a compositor before enlisting."

Of the hundreds of thousands of people who attended the Canadian National Exhibition, in Toronto, this year, very few could have missed the exceptionally attractive display of the Soldiers' Civil Re-establishment in the Process Building, showing the great work which the Government is doing in retraining soldiers for civil life. Among the schools shown was the Monotype school. It was a most interesting attraction of the Exhibition.

Two casting machines and two keyboards were shown with returned soldiers operating all of them. Daily bulletins were published by the Soldiers' Civil Re-establishment Department; these were printed on the press next to the Monotype school exhibit, from type produced on the Monotype machines. In this way the students were working continuously on practical work.

One of the casting machines was used all the time for producing display type and borders from 14- to 36-point and 2- and 6-point continuous leads, slugs and rules. Among the number of printers who viewed the exhibit, were several who had not previously seen the lead-and-rule casting feature of the Monotype.

Another attractive exhibit was the type form of a full page newspaper ad. made up entirely of Monotype material. Every piece of material in the ad. was produced on the Monotype with the exception of the two cuts. The display type, border, box rules, leads, body type, two-line price figures, and the base material for the cuts, were all made by the Monotype.

Among those who were conducted through the exhibit for a personal inspection were: H. R. H. the Prince of Wales; Major-General Burstall, late G. O. E. 2nd Canadian Division; Sir Lionel Halsey, 3rd Sea Lord of British Admiralty; Sir James Lougheed, head of the Department Soldiers' Civil Re-establishment; General Currie, C. in C. Canadian Overseas Forces; General Newburn; Mayor Thomas Church, of Toronto, and others.

The Monotype at the Toronto Exhibition.

Carnduff *Gazette*:—A certain writer has said that no newspaper which took truth for its standard would make a pecuniary success. The press might return the compliment by remarking that no minister who told the truth about his congregation, alive or dead, would occupy the pulpit much longer than one Sunday afterward. The press and clergy go hand in hand with the whitewash brush, rosy spectacles magnifying little virtues, and kindly throwing little deformities into oblivion. The pulpit, the pen, and the gravestone are partners in saint making.

The Border Cities *Era* is a year old and C. L. Barker is now leading his child on toward the second milestone. He deals in local topics and nothing else, and for an undertaking on a small capital he has made it stick. Mr. Barker admits the paper owes him nothing, and as well it provides a "safety valve for surplus energy." Mr. Barker has a tremendous love for Windsor—always did have, and he is not getting over it. The *Era*, having lived in a humble way for a year and broken even with the world, or better, may yet exist on a larger scale.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers

By H. A. Nicholson, Manager Printer and Publisher

NEWSPAPER proprietors and their executives, who devote much of their time, effort and expense in making their papers a success too frequently neglect a feature that is part and parcel of their very aim. This is the typographical appearance of their advertisement.

Readers of newspapers are as appreciative of quality as set forth in printers' ink, as they are in the quality of any other production.

If the quality is good readers cannot fail to be *favorably* impressed. If it is poor they cannot help but be *unfavorably* impressed. The impression readers get from the appearance of an advertisement determines in many instances whether or not they will read and assimilate the message; and advertisements that "get the message across" are the only real result-pullers. Results are what the advertiser requires, else he loses faith.

Since the advertisements of a newspaper are no more or less than the props which sustain it, it would seem that too much attention could not be given to their typographical appearance.

That quality in typographical style is of no little importance is amply attested by the care which is taken in setting the advertisements of some of the most successful publications. The *Saturday Evening Post, Good Housekeeping*, and *The Red Book* are among the magazines that pay particular attention to this feature; and among the daily newspapers the Chicago *Tribune*, New York *Times* and Vancouver *Province* may be mentioned.

AN AUTHORITATIVE VIEW

Benjamin S. Herbert, the well-known typographical authority of Chicago, recently made some observations which are well fitted for reproduction here. Some of his remarks are quoted as follows:

"Because of the rapidly growing knowledge of the public as to what constitutes neatness in printing, there has developed an intuitive knowledge on the part of thousands as to what is a really artistically printed page. There is hardly a business man in America to-day who does not instantly recognize the difference between a good and a bad job of printing, and when comparisons are possible, as they are in the larger-sized cities, the successful advertiser has a developing inclination to patronize the paper that shows intelligence and care in handling his display copy.

"A neatly arranged, properly 'whited' advertisement is bound to bring more results than a hodge-podge lot of stuff thrown together with but one idea and that to fill the space that the advertisement is intended to occupy.

One does not have to be an epicure to appreciate that gastronomics, or the science of good eating, has a great deal to do with the health of the individual. The preparation of dishes served, as well as their manner of serving, has as much to do with the enjoyment of the meal as the process of filling the stomach with the fuel to keep the machinery of the body in motion.

"It may have been the misfortune of some of you to have eaten at a summer hotel where the table cloth was soiled and dirty and the dishes bore evidence of not having been carefully cleansed. Possibly you have eaten meals at 'hash-slinging joints' where the 'grub' was prepared as though it were to be eaten by horses and at which your appetite was ruined by the mere sight of the victuals that were shoveled up for you with slovenly carelessness.

"You have anticipated the parallel that I am about to draw.

"You realize that the spreading out of pages of an intellectual feast ought to have the same careful signs of discriminating taste you require in the serving of an appetizing meal.

ARRANGING THE ADVERTISEMENTS

"So far as the typographical style of the advertisements themselves is concerned, a generalization of statement will probably have your hearty acceptance. The details must be worked out according to one's ability and equipment. Advertisements should be surrounded by uniform borders and a limited variety of type faces employed. They ought to be evenly distributed throughout the pages of the paper.

"The matter in the advertisement should be displayed as neatly as possible with the purpose in mind of making the strongest appeal to the readers. The proper use of white spacing and with some consideration of the laws of optics ought always be borne in mind by the compositor. Unhappily the large user of space is not always acquainted with the fact that he will get his printed sales talk over with greater effect by the use of a large number of display lines and illustrations than he will by filling the space at his disposal.

"Printers haven't time to educate advertisers, and advertisers, very unfortunately indeed, seem to have no time in which to study the principles of advertising, but in the larger cities where specials not only have a knowledge of typography and psychology, but also have an instinct for getting results from a given amount of newspaper space, they are co-operating with the composing room and are actually giving instructions which are accepted by the wielders of composing sticks as possessing a certain amount of intelligence and a knowledge of the divine fitness of things.

GOOD TYPOGRAPHY STRENGTHENS READERS' INTEREST

"The circulation of a neatly arranged, typographically-perfect production will not only increase in strength but will hold its own regardless of the competition that may develop whether the opposition paper offers chinaware or automobiles as premiums. Intuitively, unconsciously the well-informed American appreciates good typography. He soon learns to enjoy the pages of an intelligently prepared newspaper and respects the opinions of the editor and becomes a staunch champion of its policies. The satisfied reader will communicate his satisfaction. The newspaper which observes the rules of good typography will always have a welcome in the home.

"The respect of the family which a neatly printed representative of "The fourth estate" holds will not be violated when once gained. A reputation for uprightness, for a continuous endeavor to render the best service, is not lost quickly, and the newspaper publisher who would wilfully allow departure from such a course would be not only a "back-slider" but somewhat of a chump, to say the least.

"Typography, good typography, will not only win an increasing circulation, but will hold readers against all claims for attention from those who ignore this most important feature of a newspaper's success."

RESET ADVERTISEMENTS

On the following pages will be seen the usual number of advertisements taken at random from Canadian newspapers. Opposite these reproductions, which are actually photographs, we present in each case a "reset" of the original with the object of showing how the original might have been made more attractive and effective by giving more consideration to the use of white space, balance and harmony.

Gray Dort
Motor Sales Co.

NEW GARAGE

Is now open for business under the management of John C. Beattie and Harry Thompson.

We have the Agency for the well-known Gray Dort Cars

consisting of

Gray Dort Standard,
Gray Dort Special,
Gray Dort Ace,
Gray Dort Coupe,
Gray Dort Sedan,
Gray Dort Roadster

Also the famous Rumley Tractor

We do all kinds of Repairing and Vulcanizing.

Selling Gasoline, Oils, Tires, Tubes, and all Accessories for Gray Dort and Ford Cars.

PHONE 45 Y.

Advertisement from the Grand River Sachem, Caledonia. The top portion of this set-up represents a rather out-of-date style; the reason is obvious. See reset on opposite page.

GRAY DORT MOTOR SALES COMPANY

Our New Garage

is now open for business under the management of John C. Beattie and Harry Thompson.

We have the Agency for the well-known Gray-Dort Cars, consisting of—

Gray Dort Standard
Gray Dort Special
Gray Dort Ace
Gray Dort Roadster
Gray Dort Sedan
Gray Dort Coupe

Agents for the famous

RUMLEY TRACTOR

We do all Kinds of
Repairing and Vulcanizing

Gasoline, Oils, Tires, Tubes, and all Accessories for Gray Dort and Ford Cars

PHONE 45Y

Reset of Advertisement on opposite page

USE WONDER MIST In Your Home

Use **Wonder Mist** in the Church, Bank, Theatre, Club, and on your car.

Soap and water ruin car finish, Wonde Mist preserves it. It keeps the entire car bright, lustrous, and always looking new.

Wonder Mist clean and polishes all surfaces, wood, metal, leather and linoleum.

Wonder Mist is standard, used and recommended by millions everywhere. Guaranteed by the manufacturers.

A 90c trial can of **Wonder Mist** will go 3 times as far as the same amount of any other preparation on the market and give greater satisfaction.

For **Wonder Mist** go to

A. A. SHORTLIFFE

Sole Agent

Advertisement from the Digby Courier, Digby, N.S. The message lacks breathing space. See reset on opposite page.

School Books and Supplies

Complete stock of every thing needed for school.

Get yourchildrens' books bags, scribblers, pencil boxes, etc., at our store where you can get them all at once. Don't waste time hunting when we have done the hunting for you.

Cloke & Son

Books, Stationery, Wall Paper
Leather Goods

16 West King Street

HAMILTON - ONT

Advertisement from the Beamsville Express, Beamsville, Ont. The heading in particular is poorly arranged. See reset on opposite page.

WEDDING GIFTS ARE PLENTIFUL

AT

DODIMEAD'S

CUT GLASS, SILVERWARE, CHINA, PYREX OVEN GLASS.

IT'S A PLEASURE TO SHOW OUR GOODS. (WE KNOW THEY ARE THE BEST THAT MONEY CAN BUY.)

Advertisement from the Trail News, Trail, B.C. Too postery for this class of advertising. See reset on opposite page.

Wedding Gifts

are Plentiful at

Dodimead's

Cut Glass
China
Silverware
Pyrex
Oven Glass

It's a pleasure to show our goods. We know they are the best that money can buy.

Reset of advertisement on opposite page.

School Books *and* Supplies

Complete Stock of Everything Needed for School

Get your children's books, bags, scribblers, pencil boxes, etc., at our store where you can get them all at once. Don't waste time hunting when we have done the hunting for you.

Cloke & Sons

Books, Stationery, Wall Paper, Leather Goods

16 West King St.
Hamilton - Ontario

Reset of advertisement on opposite page.

Use
Wonder Mist
In Your Home

Use Wonder Mist in the Church, Bank, Theatre, Club and on Your Car.

Soap and water ruin car finish. *Wonder Mist* preserves it. It keeps the entire car bright, lustrous, and always looking new.

Wonder Mist cleans and polishes all surfaces, wood, metal, leather and linoleum.

Wonder Mist is standard, used and recommended by millions everywhere, guaranteed by manufacturers.

A 90c trial can of *Wonder Mist* will go three times as far as the same amount of any other preparation on the market and give greater satisfaction.

For
Wonder Mist
go to

A. A. Shortliffe

Sole Agent

Reset of advertisement on opposite page.

Live Stock, Poultry Show & Stock Judging Competition

To be held in the Skating Rink, at

INDIAN HEAD

In connection with the annual School Fair

Friday, Sept. 19.

The prize list will be composed of—
PEDIGREE CATTLE (Beef Grade) GRADE CATTLE, PIGS (Yorkshires, registered and any other breed) SHEEP, POULTRY, VEGETABLES, etc.
In addition to several SPECIAL PRIZES a

Stock Judging Competition

is open to all scholars within the Rural Municipality of Indian Head and also includes the Town Schools of Indian Head and Sintaluta

Big Sports Programme is being arranged

For full particulars and prize lists, write to the Secretary.
W. D. LANG, President A. T. N. BAYNE, Secretary, Indian Head

Advertisement from the Times, Sintaluta, Sask. Original size, 9½ inches deep by 3 col. wide. An attention-compelling set-up, but heavy rules tend to obscure the message. A number of ads of this character in any one paper would prove repulsive. See reset on opposite page.

LIVE STOCK
AND
POULTRY SHOW
AND STOCK JUDGING COMPETITION

To be Held in the Skating Rink at
INDIAN HEAD
In Connection with Annual School Fair
FRIDAY, SEPT. 19

PRIZE LIST

The prize list will be composed of Pedigreed Cattle (beef grade), Grade Cattle, Pigs (Yorkshire, registered and other breeds), Sheep, Poultry, Vegetables, etc.

Stock Judging Competition

In addition to several **Special Prizes** a stock judging competition will be open to all scholars within the Rural Municipality of Indian Head, which also includes the Town Schools of Indian Head and Sintaluta.

BIG SPORTS PROGRAM
is Being Arranged

For full particulars and prize lists, write to the Secretary

W. D. LANG, President A. T. N. BAYNE, Sec., Indian Head

Reset of Advertisement on opposite page

The Square-Inch Basis for Composition

To Make Certain of the Actual Costs

By E. E. LAXMAN, at Annual Meeting of United Typothetae

TO some printers, possibly, composition is a known quantity. They can tell how long it will take to set a job, how long to make corrections, how much time there will be consumed in makeup, and at times calculate in advance an author's alterations. Being able to do this, for them the rest is easy. Just multiply the time by the hour rate and then quote the customer.

There are some of us however, I am sure, who through experience have found that the quotations we make a customer are not always indicative of having been based upon the same batch of copy. They will vary from 10 per cent. to 100 per cent., and I have found occasions of greater variations on identical jobs.

This of course all applies to the competitive field of endeavor. For where the job is sold on a time basis, the uncertainty of advance-pricing is eliminated. But it is in the field of competition where we sell on a basis of advance-pricing that there is need for a method of estimating composition time which will materially reduce the present guess element.

The Price List Committee has not ignored this condition, for after a very careful survey of present practices, both good and bad, it holds the opinion that the Square Inch Method for measuring composition area for selling purposes is the practical one for adoption. Many printers in recent years have given study and investigation to a Square Inch Method of measuring composition values, and indeed have made good progress; but in my opinion, it yet remains for some authoritative source to give wider application to extended investigation and bring together new and complete data. Then upon completion of a system, unhesitatingly recommend its adoption and use by printers both in and out of the United Typothetae of America.

When one presents this question of measuring composition on the Square Inch basis to the average printer, nowadays, one gets in reply about the same kind of a facial expression as that of ten years ago, when told that it was possible to find true costs on printing through the use of a cost finding system. That, however, is a trait of human nature to be reckoned with whenever a departure is suggested from precedent.

Must Be Reduced to Time

Composition, whether hand or machine, movable type or slugs, must be reduced to the common denominator of time, if its true value is to be ascertained in relation to sales. This is proven by our accepted method of obtaining the hour cost of a unit or department through our Standard Cost Finding System. The methods, however, whereby the reduction of composition area or space to hours is made, now varies in number almost equal to the hundreds or thousands the country over who to-day compute our estimates on printing.

Needless it is to recount the many so-called "infallible methods" for estimating composition that we find here and there. One very harmful practice, however, amongst a surprisingly large number of printers and estimators is costing our industry heavy toll. It is the unfortunate one of computing composition is monetary values instead of in units of time. This is, placing a value in dollars and cents upon a piece of composition, before any attempt is made to calculate the probable amount of composing time in units of hours and minutes. This practice and other familiar ones, of failing to reduce to hours the value of the composing room product, emphasizes as much as any one other thing the apparent need for a standard method of estimating composition time, which will be practical and applicable to all kinds of composition.

In this discourse, it will prove nothing to advance theories on how such a method of estimating can be or will be constructed. It must be built on a foundation of experience and dependable records with careful consideration given to prevailing observations and ideas. Some opinions already handed to our Committee indicate, on the other hand, how facts and figures must rule in a large degree our progress, as for instance this one: One printer strongly feels that the 1,000 em basis is preferable to the Square Inch basis, which he thinks is the same thing. This is very far from the fact. There is, we know, some objection to the use of the Square Inch basis, arising from the fact that many printers are by nature followers of precedent and, having been accustomed to the use of ems, of course, cannot see why they should use inches in the measurement of type.

Suggests Two Sets of Tables

There are several reasons why it should be preferred to measurement by ems. In the first place, there is a large amount of display matter which cannot be classified by the size of the type and, therefore, cannot be expressed in ems, of any particular size. Then too, when it comes to the makeup, the makeup is by the area, and not by the ems of the face of the type. For this makeup there are practically only three classes when expressed in square inches, which classes would be straight matter, broken measure, and tabular and intricate matter. If you attempt to express this makeup in terms of ems, you would have to have these three classifications for every size of type from 4½ points up. I am inclined to the opinion that there should be two sets of tables covering two distinct classes of printed matter—one for all kinds of display, and the other for all kinds of straight composition.

The most common objection is that printers in comparing copy with the exhibits which will control the classification of rates, will make a wrong selection of the Square Inch basis for estimating that particular job. While this is possible, the intrinsic value of the method is in the competitive field where the large percentage of estimates are compared upon reprint; and a slight mistaken selection of exhibit will not be at all so serious as our present practice of guessing.

The Square Inch method will primarily be for competition and to make fair competition on composition.

Based on my investigations up to the present time, I would suggest that the Price List Committee be authorized to make a thorough analyzation of the subject aided by the Research Department of the National Office, and a standardized method for measuring composition for selling purposes be established. By seeking the co-operation of those printers who have made investigations, and particularly the local associations, who have spent time in considerable research work, and then pooling this entire collection of data with much else to be obtained, I am positive we can make of the Square Inch Method a system which will greatly lessen the prevailing differences in composition selling prices.

Goods are values only when related to sales. Most assuredly is this true with composition, for the printer as a merchant can find no value in composition except through its sale.

This to me quite conclusively proves that there is need for a dependable measuring stick or weighing apparatus which will determine the value of composition, and I really believe the Square Inch Method is the answer.

Can this method be established and urged as universal? I will answer that by asking who thought ten or twelve

years ago that the Standard Cost Finding System would provide, as it now does, so comprehensive a composite statement each year; that it would have received the endorsement of the highest authorities; that it would virtually be the basis of many Standard Educational courses; in fact, be the hub around which a majority of our National Organization's activities revolve—and, as obviously important, the actual foundation stone of the successful and prosperous printers of to-day.

The measurement of composition to-day is entirely dependent upon the judgment of individuals, and not according to rule. It is therefore a leak-hole as applied to the Standard Cost Finding System in a large percentage of our offices.

Knew All Editors the Whig Ever Boasted

Men Who Have Occupied the Sanctum

J. G. ELLIOT, president of the Kingston British Whig Publishing Co., writing in a special issue of that paper concerning its various editors, says:—

I have known every editor of the *Whig* since its foundation in 1834. Naturally that does not mean that I have lived the length of years that the *Whig* has existed, for the first editor, the venerable Dr. Edward John Barker, the founder of the paper, was passing from the scene of his sterling activity when I came into the *Whig* office a lad of eighteen. The founder of the paper was a very vigorous writer, one who might be regarded as possessed very largely of the personal element in journalism. He hit hard and vigorously, and as a result was a shining mark for all the critical editors throughout Upper and Lower Canada, as the country was divided at that time. He conducted the *Whig* from 1834 to 1872. The paper was Conservative during those years, and among other marks of favor the distinguished journalist received was a press presented by Sir John Macdonald and his friends. Remarkable to say in after years this same press was used in the propagation of doctrines antagonistic to the Conservative chieftain.

Dr. Barker spent his declining years at his home on Barriefield Heights, honored and revered by a great body of the citizens who had known him through his very remarkable career. Succeeding him came his grandson, Edward John Barker Pense, who conducted the paper from 1872 to 1910. I joined Mr. Pense in 1878, and soon after made the acquaintance of Dr. Barker, so that, as I said before, I have had an acquaintance with every editor who has written in the columns of the paper. Mr. Pense was chiefly engaged in the business end of the paper and its growth from a publication of 800 to 4,100 stood to his credit, a remarkable achievement in those days, because the real benefits of the paper had not become so widely known as they are at present, and the scientific treatment of the sale of the white space was not so fully developed. Mr. Pense not only was able to manage the financial and business end of the paper, but he was very versatile, and his judgment was regarded as sound and reliable. He frequently wrote for the columns of the *Whig* with a vigor and incisiveness that made his victims wince.

The first editor after Mr. Pense assumed the conduct of the paper was Mr. Fuller, who afterwards became the clerk of the crown for Frontenac county. He was a brilliant writer and made many friends throughout newspaperdom for his aggressive work. He was succeeded for a short while by Mr. Ashley, who afterwards spent many years on the Belleville *Ontario* as its thoughtful editor.

The late Wm. Tandy, a Kingstonian, and a singer of great merit, was editor for some ten or twelve years, and his constant assaults upon the national policy during the eighties are recalled by many citizens. Mr. Tandy's hand-writing—for typewriting machines were not then in vogue—was of the clearest character, and it was always a joy for compositors to have his copy before them. Frequently, while he was on his singing tours throughout the provinces, his copy came in by mail. He wrote with force and lucidity, and was actively employed in his editorial work up to the time death called him away.

And then came Robert Meek, a bosom friend and a genuine man. He was "the whole thing" in the *Whig* when I came. We labored and wrought together and turned out a paper of merit, at least it was so regarded in those days. As a matter of fact the local end of the paper was ponderous. The city council reports of those days ran from five to ten columns after each session. Daylight was always found when the last sheet of the great event was written and the gas turned out—I always thought it was "when the gas was turned off." Everything was written with an elaborateness of detail that is not now possible or desirable. But when two men had to fill a paper, the display of adjectives and well-padded sentences was very apparent. About 1889, on the death of Mr. Tandy, Mr. Meek took on the duties of editor and an additional man was added to the staff. Mr. Meek was a decidedly clever writer, a man of incisiveness and with a fine knowledge of the English language. He was a constant student, he read extensively and he had the faculty of retaining the knowledge obtained. He could put vitriol into his sentences—he did not often do so, however—but generally his work was smooth, enticing and illuminating. He considered well the policy the paper should take on living and vital Canadian questions, and having reached a conclusion it became a fixed purpose. And for this reason the *Whig* could always be relied upon to act sanely and wisely under the most impressive circumstances. For some forty-five years Mr. Meek retained his connection with the *Whig*. Soon after he assumed the editorship of the paper he became secretary of the Oddfellows' Relief Association and for some thirty years he remained a contributing editor. During a period of the time the nominal duties of editor—and sometimes the stern duties of the office —were carried on by myself. Few men held such a high place in public esteem as did Mr. Meek, and his taking away, so suddenly and surprisingly, has been a loss and misfortune from which the city will not soon recover. The present editor is Leman A. Guild, and as he is a live, active and earnest worker, this is not the place to proclaim a eulogy.

I have lived with the *Whig* through days of adversity and prosperity. It had a circulation of 800 when I landed here; to-day its daily output is eight times as great. Its capital at the start was about $6,000 or $7,000; now it ranks at $100,000. Its development has been steady and constantly upward.

It has had a long line of splendid workers; its reporters have all been energetic and full of the journalistic spirit. For many years its news features and local news have been admirably handled by G. H. Williamson and E. G. Barrett. They are old timers in the *Whig* office, reliable, aggressive, sterling men whose services are highly appreciated and worthy of the highest commendation. Behind and about them have been a succession of sub-editors and reporters whose efficiency and comprehension has enabled the *Whig* to hold a unique place in the life and thought of the people of Kingston and district.

Border Cities Star at Windsor is conducting a campaign for more circulation. A number of motor cars head the prize list.

Philadelphia, Sept. 23.—The resignation of Edward Bok, as editor of the *Ladies' Home Journal*, effective January 1 next, was announced to-day. H. E. Davis, managing editor of the magazine for the last six months, will succeed him.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

Victoria *Times*:—Mr. R. B. Jennings, one of the veteran newspaper men of Western Canada and managing editor of the Edmonton *Journal*, is a visitor in the city on a pleasure trip.

Saskatchewan

Messrs. Fred Whiskin and T. W. Sharp have recently purchased the Earl Grey (Sask.) *Weekly Effort* from E. V. Hodgins. The name of the paper has been changed to the *Review*. Mr. Whiskin is the publisher of the Cupar *Herald* and Mr. Sharp, who returned from overseas last spring, has been associated with him in the publication of that paper.

Manitoba

Finance Publishers Limited, Winnipeg, announce the appointment of A. E. Parker, C.A., B.Sc.Act. (Sask.), as managing editor of *Canadian Finance*. Mr. Parker is well known in Western Canada as a financial writer and critic.

The Winnipeg *Telegram* says:—"With to-day's issue Mr. Vernon Knowles, latterly news editor, assumes the editorial and general direction of the Winnipeg *Telegram*, in succession to Mr. Knox Magee, resigned. Mr. Knowles is a newspaperman of wide experience and is well known throughout Canada, more particularly, however, as a Western man, having worked in various cities between Winnipeg and Vancouver. He has been connected with the *Telegram* editorial staff in various capacities during the past seven years, practically continuously."

Winnipeg *Telegram*:—"With this issue of the Winnipeg *Telegram* Mr. Knox Magee, editor and general manager, announces his resignation. He desires to explain to the readers and patrons of the *Telegram* that he has been constrained to take this course, with great regret, for purely domestic reasons. He desires to bespeak for the newspaper, of which he has had the direction for the past two years, the same consideration and support that have been so highly appreciated by him and which he conscientiously believes the honest and patriotic policy of the publication deserves. Mr. Magee's regret is more than shared by the members of the staff of all departments, all of whom entertain for him the very highest personal regard and affection. He leaves taking with him the most kindly feelings of the proprietors and all who have worked with and served him during the past two years."

Ontario

A. H. Costain, formerly of the London *Free Press*, is now on the London *Advertiser*.

Additions to the staff of the London *Free Press* are C. M. Freeman, A. E. Taylor and D. Break.

Mr. Herbert Braund, who has recently returned from New Ontario, has joined the reportorial staff of the Lindsay *Post*.

W. E. Elliott this month resumed his old post of Western Ontario editor of the London *Free Press* after several years overseas.

George Shibley, telegraph editor of the London *Evening Free Press*, is leaving in a short time for Sudbury, where he accepts a post as city editor.

Carl Bowlby, of Hamilton, a returned man, has joined the advertising staff of the *Border Cities Star*, Windsor. Carl served two and a half years overseas with the 102nd Infantry.

A. J. Clarke, St. Thomas correspondent of the London *Free Press* for several years past, has severed his connection with that paper and will devote his time to his research work.

At the Independent Labor party convention in the Moulders' Hall at Hamilton Walter R. Rollo, editor of the *Labor News*, was unanimously nominated as the Labor candidate for East Hamilton.

J. Courtland Elliott, of Kingston, a Queen's University arts graduate and newspaper man, being on the editorial staff of the *Whig*, left for Saskatoon, Sask., having been appointed assistant to Prof. W. W. Swanson in the department of Economics at Saskatchewan University. Mr. Elliott is a son of J. G. Elliott, ex-president of the Canadian Press Association.

The morning papers in Brantford have combined delivery arrangements and have secured the office of the Ontario Portland Cement Company, George street, from which earl deliveries will be effected.

George A. Scott, of 348 Burwell street, London, for years a stereotyper on the *Free Press* and an employee who enjoyed the respect and regard of all his fellow craftsmen, died after being ill since June. Mr. Scott was 54 years of age.

Malcolm Bingay, managing editor of the Detroit *News*, addressed the Border Cities Chamber of Commerce at Windsor. His thought, emphasized throughout, was that no newspaper could succeed that did not at all times tell the truth.

L. G. Morgan, proprietor and editor of the Port Dover *Maple Leaf*, is retiring after 36 years of successful activity in the newspaper world. Mr. Morgan served as vice-president of the Canadian Press Association for several years. Sam H. Morris, recently returned from overseas, has taken over the *Maple Leaf*.

M. R. Hilts has joined the advertising staff of the *Border Cities Star*, Windsor, Ont., as assistant to the advertising manager. Mr. Hilts was formerly connected with the Class Journal Company, New York, and also for several years was advertising manager of the Puritan Machine Co. of Detroit.

T. R. Pinner has resigned from the advertising staff of the *Border Cities Star*, and has joined a local real estate staff. He is succeeded by Mr. Hobbs, who has had considerable experience in the Michigan field of publicity. The *Star* feels very highly equipped to care for the ever increasing business occasioned by marvellous industrial and commercial expansion.

T. B. Windross, of the Sarnia *Observer*, where he was city editor for some time, recently severed his connection with that paper and with his son is "blazing the trail" of the Roosevelt Highway from Portland, Maine, to Portland, Oregon. He recently reached London, traveling west by bicycle. LeRoy Scott, formerly of the London *Advertiser*, is now city editor of the *Observer*.

Several changes have taken place on the reportorial staffs of the London *Free Press* and *Advertiser*. C. S. Grafton, late Sarnia representative of the *Advertiser*, is now sporting editor on the *Advertiser* in place of W. B. Perry, who is with the new London *Week-End Mirror*. E. S. Leggett, of the Sarnia branch of the London *Free Press*, has been transferred to St. Thomas.

H. E. Rice, publisher of the Huntsville *Forester*, has accepted the nomination for the district of Muskoka, as Liberal candidate. Mr. Rice was for three years a municipal councillor, as well as mayor for a similar period. He has also been president of the Board of Trade, and its secretary. For twenty years he has been associated with the Huntsville *Forester*, for the past six as editor and publisher.

The Cliffe Printing Company, publishers of the *News*, Sault Ste. Marie, Ont., have installed a model C intertype, with side magazine. The machine is electrically equipped and operated and was purchased from Miller & Richard, Canadian agents for the machine. Ross Hardy, of the Toronto *World*, did the erecting.

Cobalt *Nugget*:—M. O. Hammond, financial editor of the *Globe*, Toronto, has completed a visit to the mining districts of this part of Northern Ontario. Mr. Hammond visited the Porcupine field Monday, and spent Tuesday afternoon at Kirkland Lake. On Wednesday and part of Thursday he visited the majority of the leading silver producing mines at Cobalt, leaving for Sudbury Thursday afternoon.

Alfred Joseph Bureau, who for many years was a member of the Bureau Brothers' printing firm on Sussex street, Ottawa, died at his home, 171 Cobourg street. Mr. Bureau was 66 years of age and had been a resident of Ottawa for over 40 years. He was born in Quebec. He conducted a printing business with his brother for many years, but previous to his illness he was employed with the Ottawa Electric Company.

Capt. D. B. Taylor, son of Mrs. James Taylor, Vansittart Avenue, Woodstock, and brother of W. J. Taylor, managing director of the *Sentinel-Review*, arrived in Woodstock from overseas. Capt. Taylor went over in the fall of 1916 as paymaster of the 168th Battalion. Prior to going overseas, Capt. Taylor was for several years advertising manager of the *Rod and Gun in Canada*, and has many friends in and around Woodstock to welcome him back.

Charles Darling, who for 50 years worked as printer on several of Toronto's newspapers, died at his home, 29 Hepbourne street. For a time, when he first came to Toronto, Mr. Darling worked on the *Monetary Times*. Shortly afterwards he entered the Mail Printing Co. and soon transferred to the *Mail*. When the amalgamation of the *Mail* and *Empire* took place he stayed with the staff and has been continuously employed by them until his retirement through ill-health two years ago.

A despatch from Niagara Falls, appearing in the *Mail and Empire*, says: A movement which has been on foot for some time to start a Conservative daily newspaper in Niagara Falls is likely soon to bear fruit. The Conservatives of this city and riding have felt for a long time that they have not received proper recognition, being compelled to depend largely upon an outside newspaper. It is understood that a former Niagara Falls newspaper man is interested in the new project.

Hespeler *Herald*:—Preston is to have a daily newspaper in the near future. So saith Brer. Donald of the *Progress*, who has allied with him in the new enterprise Mr. Galligher, who has been engaged in all branches of the printing game. Special announcement of the same hath not heretofore been made. So the *Herald*, as always, is first to announce the news. The new daily is to start in about a month's time if arrangements can be made to get it under way, with a special staff of cub reporters and all the other accessories of a new daily. Here's hoping the new proprietors make a mint o' money.

A newspaper merger has been announced at Kitchener whereby, subject to the ratification of the shareholders of the respective companies, the News-Record, Limited, and the Rittinger & Motz, Limited, will amalgamate their businesses, including their respective newspapers. The former company publishes the *Daily News-Record* and the latter concern issues the *Ontario Journal*, a weekly newspaper. The *News-Record* has been Conservative in politics, while the *Journal* is Independent Liberal. The amalgamation is deemed advisable in view of the increasing cost of producing a newspaper. It is expected to reduce the overhead expenses as the result of the amalgamation, and it is proposed to continue issuing each paper under its distinctive name. The management also propose making their publications independent newspapers.

Thomas J. Barry, 62 years old, former general manager of the Detroit *Free Press*, and for the last ten years president of the Conway Brief Company, died of pneumonia at his home in Detroit. A widow, two daughters and a brother, P. J. Barry, survive. Mr. Barry came to Detroit from Guelph, Ont., about 35 years ago, and obtained employment in the composing room of the *Free Press*. After working several years as a compositor he was made superintendent of the composing room. He later became business and general manager, which position he held until he left the newspaper business to organize the Conway Brief Co. Besides his interest in the Conway Brief Co., Mr. Barry was vice-president of the Griswold Press, and controlling stockholder in the American Printing Co. Although his health had not been good for months, Mr. Barry was able to continue his business activities until a week ago.

A private company is being formed, says the Teeswater *News*, the principals of which are J. W. Wraith, of Teeswater, and W. R. Nursey, of Toronto. A small amount of capital has already been subscribed locally, so we understand, but no official statement is ready for publication. The object of the company is to install a commercial printing equipment to handle Toronto printing. The estimated cost of the plant is something over two thousand dollars and will be all new material. Mr. Wraith, who recently sold the Teeswater *News*, will be the local manager, while Mr. Nursey, his co-partner, will look after the Toronto end. Printing plants on a whole are poor paying propositions and since the recent raise in express and freight rates and higher wage scale it will require the most careful management to make any printing plant pay a dividend, says the *News*. As present prices go it will be a very modest equipment that can be put in for $2,000. The idea of competing with Toronto printers rather appeals to country printers, who too long have suffered from their unfair methods, doing printing for country towns at much less than their regular Toronto prices.

The fine spacious quarters of the Women's Press Club at 117 West King Street, Toronto, were formally opened when a splendid turnout of members and their friends enjoyed the hospitality of the club. The large reception room with its ivory colored decorated walls, reseda rugs, wicker furniture and handsome electric fixtures, was brightened with brilliant maple leaves and September blossoms. Ten returned soldiers on the editorial staff of the papers were guests of honor. Mrs. Jessie Alexander Roberts gave one of her own inimitable original selections, illustrating different types who registered for war service. Miss Gladys Smith sang "Caro Nome," winning enthusiastic applause. Mrs. J. D. O'Donoghue was accompanist. Miss Marjorie MacMurchy and Mrs. J. Snider were tea hostesses. The president, Miss Hart, assisted by Mrs. Golder, vice-president; Mrs. Pease, secretary; Miss Story and Miss Doyle, received the guests.

THE Globe testifies to the value of newspaper advertising by its campaign in 36 papers in the Province of Ontario.

Its advertising will occupy 26 columns in each paper within ten weeks.

In Ontario, The Globe is sold by 3,750 newsdealers and active subscription agents. Each one of them should benefit from The Globe's campaign. Those who are most alert will secure the greatest number of the new readers the advertising will win.

The Globe

"Canada's National Newspaper"

TORONTO

Woman's Century has made two additions to its staff in the persons of Miss Grace Kennedy and Miss Gladys Osborne. Both these women have been connected with newspapers in Toronto, and have had varied experiences in journalistic work. Miss Kennedy, who was with the Toronto *Sunday World* for some years, joined the Department of Repatriation in Ottawa last winter, and has just returned from a trip across the Dominion, which she undertook in the interests of the Government. Miss Kennedy joins the staff of *Woman's Century* as service manager, and, in addition to assisting advertisers in preparing fitting copy, will generally supervise the service department of the magazine. Miss Osborne was assistant editor on the woman's page of the *Times*, and has always been interested in women from a political standpoint. Her appointment on the *Century* is with the editorial staff.

Peterboro' *Review*:—Mr. McGregor has not resigned as editor of the *Review*, a position which he has held for the past four years. He asked the management to remove his name from the payroll as he regarded it as unjust that he should be in receipt of pay for services that he is unable to render while recovering from the effects of a serious operation. The management have refused to comply with this request, and the relations of manager and editor remain unchanged, relations that have always been mutually satisfactory. Mr. McGregor has the assurance of his physician that his health, unsatisfactory for some years, will be benefited by the operation referred to and that he will be capable of better work than ever. He left to-day for the country to recuperate and in two weeks at the most expects to be on duty again.

Quebec

E. G. Smith, manager of the Quebec *Telegraph*, returned from England on the Scandinavian in August, after spending nearly three months on the other side trying to dig up new business, incidentally, old friends and relatives. His recent operation for appendicitis was successful, and he is now back at his post ready to grapple with the big business that is coming Quebec's way.

Quebec *Telegraph*:—Mr. Victor Cote, a retired printer, passed away at his residence, Lavigueur street, at the ripe and honorable old age of 83 years. Deceased in his day took a prominent part in Quebec politics, and was highly esteemed by all who knew him, especially his fellow-typos and Quebec newspaper men in general of the older school. Mr. Cote, although of a quiet, retiring disposition, was a man of excellent parts, well read and eminently respectable, and extremely well liked by the men associated with him in the composing room. His advancing years led him to retire from active work. He was possessed of a splendid constitution, and could read without the aid of glasses up to the last, and when he felt that his lease of life was run, accepted the inevitable cheerfully and passed away peacefully without the least suffering.

The death occurred of James Royce Vansittart Forrest, one of the oldest journalists of Montreal, after an illness of a little more than two years. Mr. Forrest was for many years associated with the daily edition of the Montreal *Witness*, and was engaged on the *Weekly Witness* up to the time of his illness.

Maritime

F. G. Lancaster has moved to Moncton with the Maritime Paper Co., Limited.

Mr. Harrison, late traveller for the Royal Print & Litho, Ltd., Halifax, is now with the Ross Print.

John Burgoyne has returned to his desk after his holidays.

W. E. Sharpe, of the Canada Printing Ink Company, is again visiting Nova Scotia.

A. M. Belding, editor of the St. John *Evening Times*, has returned to his desk after having been in the country for some weeks recuperating.

T. E. O'Leary, of the St. John *Globe*, spent his holidays in Fredericton and Shediac.

The *New Freeman*, a Catholic weekly publication, has increased its columns to seven, and its rates to $1 per year, with an extra 50 cents to subscribers outside Canada for postage.

Clement Cormier, editor of *L'Acadien*, Moncton, N.B., was a visitor to St. John this week.

R. E. Hansen, of the St. John *Evening Times*, has returned to his desk as sporting editor after having been laid up for three weeks with a broken rib, which he received while playing baseball.

F. I. McCafferty, city editor of the *Times*, is spending his vacation at Loch Lomond.

George Bacon and William Drake, who were on the staff of the *Daily Telegraph*, have left to resume their studies at Mount Allison University, Sackville, N.B. Alex. Machum, returned soldier, a member of the *Telegraph* writing staff, has been appointed to a position on the industrial survey of the D.S.C.R.

Harry Ervin, city editor of the St. John *Standard*, accompanied by his wife, has returned after a visit to Montreal and Ottawa.

John T. Hawke, editor of the Moncton *Transcript*, will address the St. John Board of Trade in October on "The Land of the Rising Sun and Its Claims."

Ralph H. Watts, advertising manager of the Telegraph Publishing Co., St. John, and his wife, have returned after a holiday trip to Toronto and Chicago.

J. A. Cassidy, mechanical manager of the Chatham *World*, has returned from a trip to Winnipeg. His duties were performed during his absence by Walter Galloway, late of the Canadian forces in France.

Linotype Orders

The following is a list of recent Linotype orders:—Chas. A Roddy, Toronto, one Model 14; *News*, Viking, Alta., one Model 8; *Advocate*, Trenton, one Model 19; *L'Evenement*, Quebec, one Model 8; Linotype Composing Company, Toronto, one Model 5; *Advance*, Chinook, Alta., one Model L; *Standard*, Kingston, one Model 8; *Conservator*, Fort Saskatchewan, one Model 8; *Journal*, Ottawa, one Model 8; *Review*, Smithville, one Model L; *Leader*, Morrisburg, one Model K; City Linotyping Company, Hamilton, one Model 5 and one Model 8; Carswell Company, Toronto, one Model 5; *Graphic*, Portage La Prairie, one Model L; *Free Press*, Verdun, one Model 8; Oxford *Tribune*, Ingersoll, one Model 8; *Sentinel*, Lucknow, one Model L; *La Presse*, Montreal, two Model 9's; *Telegraph*, St. John, one Model 14; Scotia Printers, New Glasgow, one Model 8; *Bulletin*, Collingwood, one Model 8; *Telegram*, Toronto, four Model 19's; The *Bishopric*, Sherbrooke, one Model K; *L'Acadien*, Moncton, one Model 14; *Free Press*, London, one Model 19 and five Model 8's; *Advocate*, Mitchell, one Model L; *Border Cities' Star*, Windsor, one Model 9; Civil Service, Ottawa, one Model 14; Lino-Print, Halifax, one Model 14; *Bulletin*, Bridgewater, one Model K; *Standard*, St. Catharines, one Model 14; Mono-Lino Typesetting Company, Toronto, one Model 8; Toronto Typesetting Company, Toronto, one Model 18; West Toronto Printing House, Toronto, one Model 14; T. W. Dudgeon, Toronto, one Model 8; *World*, Toronto, one Model 14; T. H. Best Printing Company, Toronto, one Model 8; *Chronicle*, Quebec, one Model 14; *Mail*, Toronto, two Model 14's; *Review*, Bridgeburg, one Model 8; Easton-Browne Press, Ottawa, one Model 8; *Enterprise*, Yorkton, Sask., one Model 8; C. E. Knowles, Galt, one Model 8; *Bulletin*, Fort William, one Model 8; *Canadian*, Melville, Sask., one Model 8; *Sun*, Cobden, one Model 1.

Make All Home Print Now

M. A. James & Sons, of Bowmanville, announce that they are changing the James papers to all home print. In so doing they pay the following compliment to the firm that has supplied them with their ready-print. "In October, 1882, we began to use the ready-print inside printed by The Wilson Publishing Company, 73 Adelaide St. W., Toronto. That was nearly 37 years ago. Excepting a few months many years ago, the four inside pages of The James Papers have been printed by the Wilson Publishing Co., Mr. S. Frank Wilson, President. We have been perfectly satisfied with the service given us all these years, and our business relations have ever been of a most cordial and satisfactory character—everything that we could desire—and we are exceedingly sorry now to terminate these happy relations."

Resent Control of I. T. U.

Rochester newspaper writers, who recently presented demands to publishers of the four English daily newspapers of the city for increases of salaries and other concessions, have withdrawn their application to the International Typographical Union for a charter, on the ground that the measure of control of the editorial departments insisted upon by the International as part of the proposed agreement with the publishers, was inconsistent with the traditional independence of newspaper men. An association, known as the Rochester Newspaper Writers' Association, and unaffiliated with any labor organization, has grown out of the proposed union, and the publishers have signified their willingness to consult with the new body. They previously had refused to recognize any organization of news writers affiliated with a labor organization.

The Peterboro *Examiner* has some explaining to do this week over the omission of one little word "only." 'Twas thus:—A printer's slip in dropping the word "only" from a sentence in these columns last evening, referring to the candidature of Mr. Gillespie, was responsible for a change in the meaning of the particular sentence. The article was intended to read as follows. "Mr. Gillespie's connection with politics has not only enhanced his own reputation for honesty and fair play, but has put political campaigning on a higher plane than has sometimes been known." The omission of the word "only," it will be noticed, gives a twist to the sentence that would have been serious had it been referring to anyone whose reputation for honesty or fairness was less firmly established than that of the Liberal candidate in West Peterboro.

REBUILT MACHINERY

No. 389—No. 43 Optimus, bed 27 x 43, three form rollers, four distributors, table distribution, front sheet delivery.

No. 204—Seven Col. Quarto Two Revolution Hoe, table distribution, rear tapeless delivery, four form rollers, four distributors,

No. 202—25 x 34 Whitlock Drum Cylinder, table distribution, rear tapeless delivery, two form rollers, four distributors, back-up.

No. 338—24 x 32½ Diamond Cylinder with power fixtures.

No. 329—Seven Col. Quarto Two Revolution Campbell, four form rollers, four distributors, table distribution, front fly delivery.

No. 376—Six Col. Quarto Two Revolution Campbell, front fly delivery table distribution, four form rollers, and four distributors.

No. 385—13 x 19 Universal with Hot Embossing attachment, four chases.

No. 319—10 x 15 Colts Armory.

No. 227—18 x 22 Caxton.

No. 254—14 x 22 Galley Universal.

No. 392—10 x 15 W. & B. Gordon with fountain.

No. 333—30" Peerless Cutter, interlocking gauge

No. 1528—44" Brown & Carver Automatic Cutter, two Knives.

No. 371—10" Hand Perforator.

No. 375—24" Rosback Treadle Perforator.

No. 390—Half-inch Wire Stitcher, hand and treadle, on iron stand.

No. 391—No. 5 Climax Steel Baler.

No. 384—No. 3 " " "

No. 365—Mentges Newspaper Folder.

Full Details on Request

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

60 Front St. West
TORONTO

Opposite
New Union Depot

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

RELIABLE

Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers

THE STEEL COMPANY OF CANADA
LIMITED

Sales Offices: Hamilton Toronto Montreal Winnipeg Vancouver St. John

Wanted the Sensational

A libel case in which the newspaper reporter, who appeared as a witness, frankly acknowledged in Court that his purpose had been to obtain what he called "sensational news," resulted in La Patrie Publishing Company being condemned by judgment of Mr. Justice Marechal in the Superior Court to pay $250 damages and the costs of an action of $1,000.

The complainant was George Gerardin, a young man well known in sporting circles in the city. He took action against *La Patrie*, claiming $10,000 damages for libel, which consisted in the publication of a report in the newspaper named, under a large heading, that he was "one of a band of bandits," and had been arrested after a melee on St. Denis street, near Rachel street.

The actual facts were that plaintiff was apprehended on a charge of common assault, and was honorably acquitted.

The newspaper report, plaintiff said, had caused him serious injury, and in support of his case evidence was given to the effect that the report had been read and commented upon not only in Montreal, but as far away as the trenches at the battle front in Europe.

The defendant newspaper admitted that the information on which the report was furnished was exaggerated, and was found out afterwards, but good faith was pleaded and judgment was confessed for $50.

Mr. Justice Marechal gave judgment from the Bench directly the argument of counsel was concluded.

Gonzalve Desaulniers, K. C., counsel with Mr. Tanner, for the plaintiff, submitted that the Court should grant at least $500 damages and the costs of an action for the full amount claimed, but Mr. Justice Marechal, while frowning on "those journalistic efforts that sought after sensationalism," and criticizing the police who gave out the information upon which the report complained of was written, considered that $250 damages would meet the justice of the case.

Judgment was accordingly given for plaintiff for the sum, with the costs of an action for $1,000.

London *Advertiser*:—In a recent signed editorial in his papers, William Randolph Hearst said: "For her own advantage, England would incite Japan to murder our people to-day as readily as she incited the savage Indians to butcher the colonists during our struggle for independence." Wonder if Hearst will talk like this when he steps forward to greet the Prince of Wales as chairman of the New York reception committee. The incendiary articles in Hearst's papers were the direct cause of the assassination of President McKinley, and his present articles will not make the position of the heir to the British throne any too safe when he reaches the States.

The Lindsay *Post*, in refuting a rumor that it was inserting liquor advertising, makes the neat little claim:

"It was thought that every intelligent person in the country knew where the *Post* stood on the question of temperance. It has enjoyed the distinction for a number of years of being the only daily publication in the Province to exclude liquor advertising from its columns."

Surely the Lindsay paper is aware that the question was settled in lots of Canadian papers years ago. It will have to cast about elsewhere to secure a post on which to hang its claim to glorious isolation.

Ben. F. Allen, of the Cleveland *Plain Dealer*, member of President Wilson's party, and J. R. Patterson of Canyon City, Ore., were killed and two other newspapermen, Robert T. Small, Philadelphia *Ledger*, and Stanley Reynolds, Baltimore *Sun*, injured in an automobile collision on the Columbia highway while in the procession of the Presidential party returning to Portland from a tour over the highway.

An Oriental paper having an English section printed the following notice: "The news of English we tell the latest. Writ in perfectly style and most earliest. Do a murder commit, we hear of and tell it. Do a mighty chief die, we publish it and in borders somber. Staff has each one been colleged and write like the Kipling and the Dickens. We circle every town and extortionate not for advertisements."

Uplift Work in the Rockies

Fernie *Free Press*.—The editor of the *District Ledger*, one Lawson by name, in referring to our criticism of the Provincial Government in not employing a large fire patrol, says that the *Free Press* in one of its usual skunk-like attacks goes after the fire wardens. That gutter snipe does not seem to have a memory that lasts longer than a minute or he would remember the crow which he was compelled to eat after his last dirty attack on the editor of the *Free Press*. Experience never seems to percolate through some folks' ivory.

Perish the Gold!

Orillia *Packet*:—Mr. J. W. Curran, of the Sault *Daily Star*, returned home at the end of the week, after spending his usual vacation in his yacht on Lake Couchiching. Mr. Curran has somewhat discredited his profession and disgraced himself by making money, vulgar, strife-breeding, rest-corroding wealth. But we like him notwithstanding, and are glad to admit that, as the father of seven happy, healthy children, he has in some measure atoned for his fall from grace. Moreover, though long abroad, his heart still beats true to Orillia. Perhaps, too, he may some day have the luck to lose all his money, and be restored to the company of the elect.

Winnipeg *Free Press*:—There is now, as one result of the war, a state-owned cable connecting Great Britain with Australia. In 1917 the British fished up from the Atlantic the German cable running from Emden to New York via the Azores and relaid it between Penzance and Halifax; from Halifax leased wires across Canada connect it with the state-owned Pacific cable at Banfield, B.C. The Pacific cable board operates the cable from Halifax to Australia. During the later stages of the war and up to the present time it has been used exclusively for Government purposs; but it is now being made available for general commercial business.

With a public-owned All-Red cable, connecting Great Britain, Canada, New Zealand and Australia, it ought to be possible for the press associations of these countries to make a start in an interchange of news. Government control of supply of news is not to be thought of; but if this publicity-owned cable can place at the disposal of existing news associations special facilities for handling news between these British countries the consequences would be very beneficial to the interests of all the peoples affected.

Is there any part of the world that we know less about or hear less about than Australia or New Zealand, although they are sister commonwealths dealing with pretty much the same problems that we are ourselves grappling with?

The St. Thomas *Times-Journal* had a successful Dollar Day on August 30, carrying a nice line of business in the way of special advertising.

Markdale *Standard*:—The *Standard* has been obliged to hand over to a collecting agency nearly one hundred accounts, amounting to about $900. We much regret to have to adopt this method of collecting, but glad to know the appeal is being responded to with exceeding good grace.

Charlottetown *Examiner*:—Beginning with the first issue in September the sale price of single copies of the *Examiner* will be increased to two cents. The *Examiner* has maintained its one cent price later than any other daily paper in Canada in the expectation of an early reduction in the war time cost of white paper. But at present the tendency is all the other way and it now seems unlikely that the price of newspapers will ever come back to anything like the old levels.

Earnscliffe Linen Bond

White and Eight Tints

This announces that the "Earnscliffe" you have used for many years is now being made in eight tints as well as White:

Azure, Blue, Pink, Buff, Golden Rod, Russet, Green, Tuscan

A decision to make Earnscliffe in a variety of tints came as a result of continued success and increase in sales of Earnscliffe White, Azure and Buff, coupled with numerous requests by its friends, for other tints.

To introduce the tints to consumers we have prepared an exceptionally fine booklet showing samples printed to illustrate the different methods of printing. One of these booklets will be very useful to you and your salesmen. A request by card will bring one to you.

EARNSCLIFFE LINEN BOND *is supplied by wholesalers throughout the Dominion.*

The
ROLLAND PAPER COMPANY
LIMITED
MILLS AT
ST JEROME AND MONT ROLLAND
OFFICES AND WAREHOUSES
MONTREAL AND
TORONTO

BLOTTING PAPER

Made in Old Virginia by the Virginia Paper Co. Guaranteed Pure Cotton Stock
NO CLAY NO WOOD

ONE GRADE ONLY

Supplied to you at the manufacturers' laid-down price in Canada.

Stocked in 60, 80, 100—white, pink, blue, canary, buff and granite. Write for samples.

CANADIAN AGENTS:

MENZIES & CO., LTD., 439 KING ST. WEST TORONTO

Importers Blotting Papers. Also Fancy Colored Blottings, Card Blanks and Fancy Stationery

Do You Read the Newspapers?

We are expert readers of newspapers and can collect for you

Let Us Keep You Posted

PRESS CLIPPINGS

on any subject, and from any territory in Canada or United States.

Canadian Press Clipping Service, 143-153 University Ave., Toronto

HALF SHEET POSTER CHASES 2 FOR $1.00

It's the bargain you've been waiting for but it never came till this minute. Good chases, hardly been used, for your Posters or Mail Lists. Do not hesitate. They'll go fast. Send your dollar and we'll express them to your address.

Box 658,
Printer and Publisher

The Composition of Advertisements

What Typographical Principles Many Advertisements Violate

By Samuel A. Bartels

Printing Apprentices

How They Can be Attracted and Held

By Francis R. Vollrath

In the

October PRINTING ART

The Printing Art, Cambridge, Mass.

Why It Will Pay You to Adopt

NELSON Model No. 3

PUNCHING MACHINES

Ability to adjust dies quickly and accurately, to punch rigidly, speedily and with economy of power.

Saves Time and Expense

These features of the Nelson Model No. 3 are worthy of your consideration in these days of high production costs. Speedy setting of dies alone will repay for the original cost of the equipment.

Each die is held rigidly in place by clamp and is adjusted separately by the operator without leaving his position. Graduated rule in front of die bed make it possible to arrive at a given centre without calculation or effort.

The NELSON No. 3 has several other features that lift it above any other punching machine. Our booklet explains them all in detail—May we send it to you?

C.R.&W.A. NELSON

190 North State Street **CHICAGO, ILL.**

SOMETHING FOR YOU TO THINK ABOUT

Is Your Stock Canadian?

There are several reasons why the blank books and loose leaf goods you sell should be of Canadian manufacture. We will mention just two of them here.

FIRST—The present international situation affecting the balance of trade and the rate of exchange not only makes it practically imperative for Canadian merchants to buy everything possible from Canadian manufacturers, but this very condition makes the purchase of Canadian products **more profitable.**

SECOND—Your blank books and your loose leaf goods should be of Canadian manufacture because you can get no superior in any other country in the world to THE DAWSON LINE OF BLANK BOOKS. We are the most extensive manufacturers in this line in Canada.

Ledgers, Journals, Day Books, Cash Books, Minute Books, Time Books, Columnar Books, Bills Receivable and Payable Books, Scrap Books. All kinds of Accounting Books, large and small. In fact, anything and everything in blank books in several styles of binding.

Canada's Premier Loose Leaf Line

W. V. Dawson
LIMITED

MONTREAL AND TORONTO

MADE IN CANADA BY CANADIANS FOR CANADIANS

NATIONAL SAFETY PAPER

Safe Cheques

National Safety Paper will protect cheques in every part—amount, payee, date and endorsements—against fraudulent alteration.

If you print or lithograph cheques, let us send you a sample book.

George LaMonte & Son, Ltd.
319 Carlaw Ave., Toronto

The Men Who Buy Printing Machinery and Publishers' Supplies Know Your Line

If it is Advertised in

Printer and Publisher

GOSS

The Name that Stands for
SPEED—
DEPENDABILITY—
SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.

Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 West 42nd Street
The Goss Printing Press Co., of England, Ltd., London

MANN

Offset MANN Press

MANN

WHAT IS YOUR SPECIALITY?

IS IT COLOUR WORK? Install a MANN OFFSET, which, owing to its special design, has established itself as **the only Rotary Offset Machine** capable of printing successfully heavy solid colour work.

IS IT COMMERCIAL WORK, LETTER AND INVOICE HEADINGS, AND FINE WORK ON HARD BOND PAPERS? Install a MANN OFFSET, **the simplest in operation,** enabling you to produce first-class work with no trouble and at a high speed.

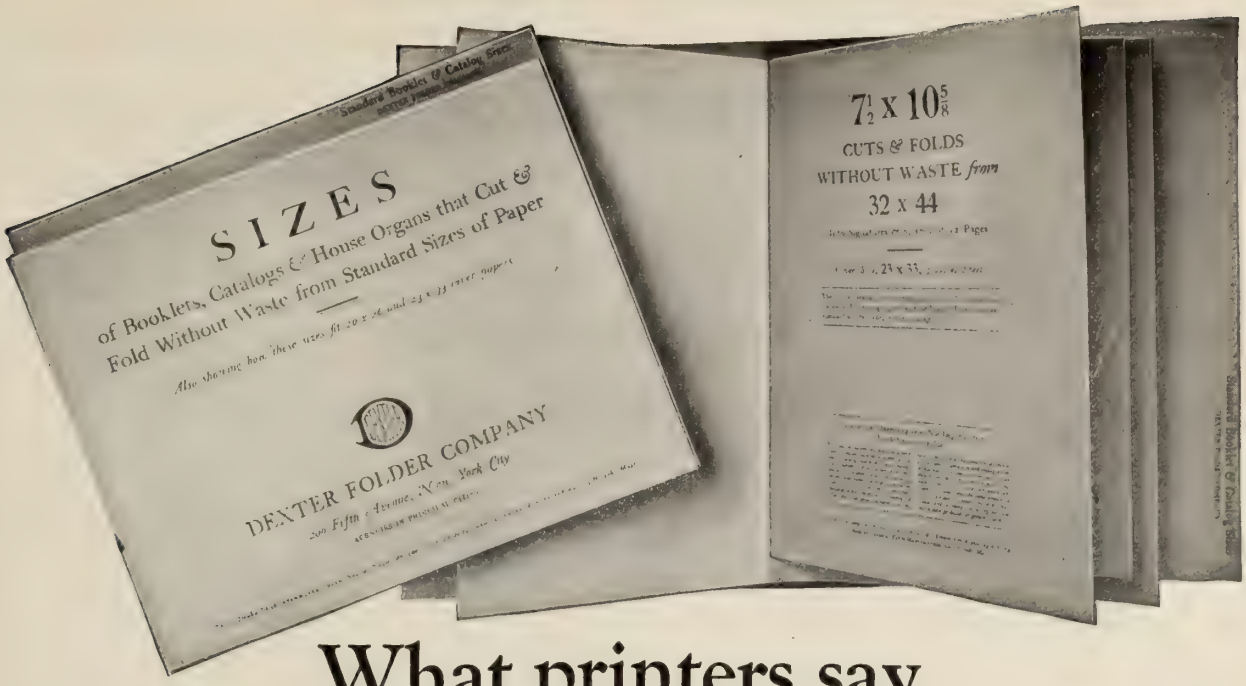
Whatever your work is, IT WILL PAY YOU to install a MANN OFFSET. Over FIVE HUNDRED have already been sold.

WE ARE SPECIALISTS TOO

We specialize in Offset Machinery of all kinds; Single-Colour Rotary Offset Machines in sizes ranging from Demy Folio to Extra Eight Crown; Two-Colour and Perfecting Rotary Offset Machines in sizes ranging from Double Demy to Extra Eight Crown; Offset Proving and Reversing Presses in three sizes, etc., etc., and we shall be glad to give you full particulars upon request.

THE MANN LITHOPRESS CO.

58 Walker Street, New York, U.S.A.



What printers say about this new Dexter Standard-Size Folder

"We certainly think this is a very fine layout and should work out to advantage in cutting down the variety of sizes of paper stock." STOVEL CO., Ltd., Winnipeg, Canada.

"It is just what we have been looking for, and we shall take good care of same, as we know it will not only be a very convenient 'dummy' to consult in figuring out sizes for booklets for ourselves but will be a fine thing to convince prospective customers WHY it would not be economy for them to have a bastard-size booklet." THE WHEELER PUB. CO.

"We consider it a very progressive step in the right direction in standardizing the work for our trade and eliminating considerable loss in time in our plant." VERSTEGEN PRINTING CO., Sioux City, Iowa.

"I am very glad to have received this, for it will prove useful in connection with our Printing and Publishing courses this fall." HARVARD UNIVERSITY, Cambridge, Mass.

"Would appreciate it if you would send us a few of these—half a dozen if you can spare that many—as we can find very good use for them." WYNKOOP, HALLENBECK, CRAWFORD CO., New York City, N. Y.

"We consider that a valuable contribution along the lines of your standardization plan toward efficiency and know we will be able to make use of the plans in the future in proportion to feeling their necessity in the past." THE JERSEY CITY PRINTING CO., Jersey City, N. J.

"We wish to thank you for your dummy of actual sizes and also to compliment you upon its completeness. We believe this folder will come in very handy for reference." ARROW PRESS, Inc., New York City, N. Y.

"We know it will be of great usefulness to us all." THE DAVIS PRESS, Worcester, Mass.

"The dummy of actual sizes received today, for which accept the undersigned's sincere thanks. Would that the Canadian paper-makers were as conscientious and energetic as some of their brethren over on the other side." THE MORTIMER CO., Ltd., Ottawa, Canada.

"The dummy of '28 Standard Booklet and Catalog Sizes' arrived this morning and is now in our files. We know we shall find them very convenient and we thank you very much." THE ART PRESS, Inc., Indianapolis, Ind.

"These are very nicely gotten up and they should do a great deal of good everywhere you send them." CHARLES BECK CO., Philadelphia, Pa.

"We thank you for this dummy and assure you we have felt the need of such a book for a long time and know that it will be of much service to us." McGRAW-PHILLIPS PRINTING CO., Inc., New York, N. Y.

"We think that this is a very practical exhibit of a reference value, and it will certainly come in 'handy' daily." HOYT'S SERVICE, Inc. New York, N. Y.

"May we have one dozen copies of this filing folder in order that we may place one on each of our salesmen's desks? Kindly deliver same to bearer, and very much oblige." ISAAC H. BLANCHARD CO., New York, N. Y.

"We want to assure you that you have completed a very important work toward standardization of sizes. This dummy should be in the hands of every printer." CHARLES FRANCIS PRESS, New York, N. Y.

"It is very complete and very handy for quick reference." KETTERLINUS LITHO. MFG. CO., Philadelphia, Pa.

"We believe it will fill a long-felt want to a 't,' as there are always a certain number of people who are hard to convince after they have made up their mind to have a certain size booklet or catalog, that such a size would cut waste. We believe if such a dummy is kept handy and shown to this class of people that they will more readily see that these are the standard sizes and therefore will be more easily convinced." ITEM PUBLISHING CO., Sellersville, Pa.

"I consider it a very fine piece of educational material—it's just what most printers need." FREE PRESS PUBLISHING CO., Easton, Pa.

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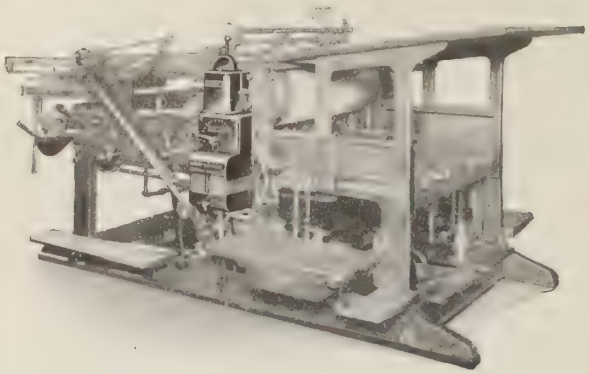

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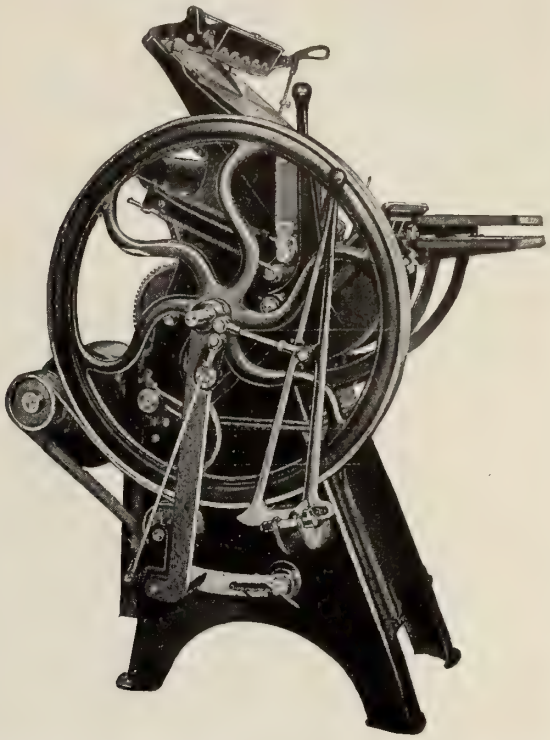

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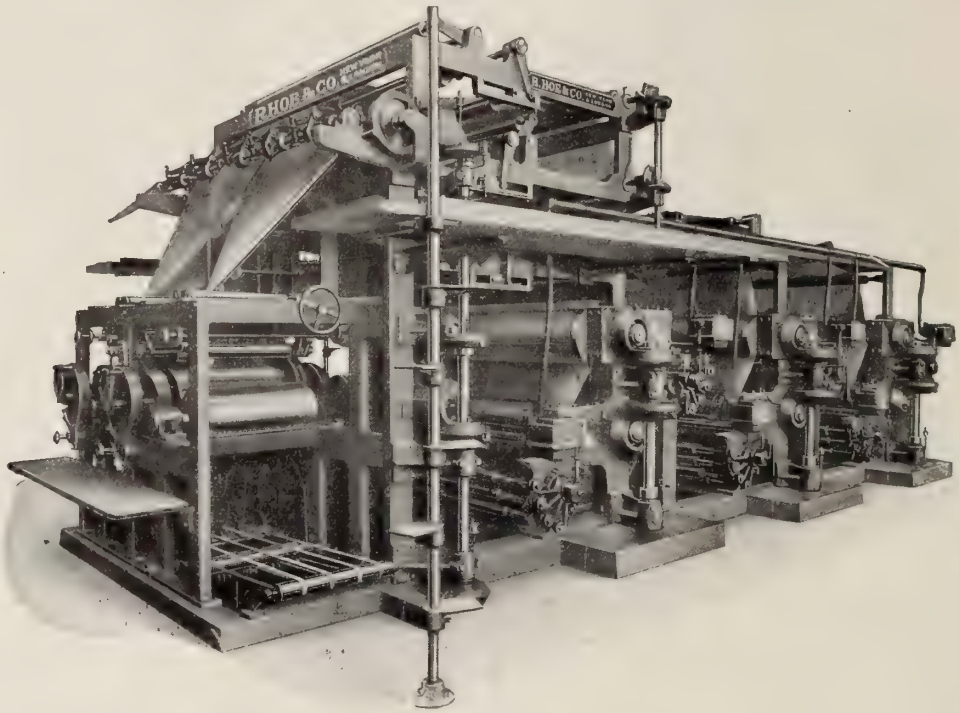

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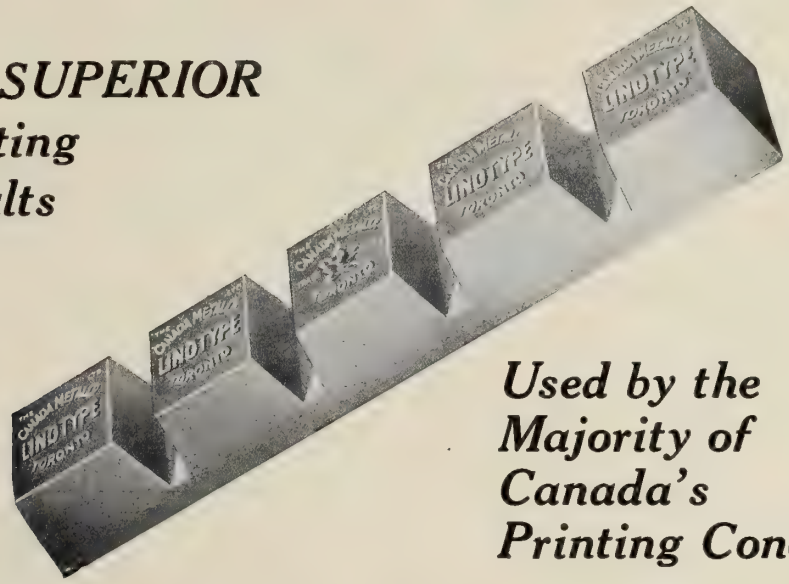

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Is the Alien a Menace?

IN the October issue of MACLEAN'S MAGAZINE a strong presentation is made of the reason why the people of the West are against further foreign immigration.

"The Menace of the Alien" depicts the foreign problem in the Canadian West as it exists to-day, and shows every one of us why we must Canadianize our Ruthenians, Austrians, Slovaks, and our fifty-seven other varieties before we allow any further "unrestricted" immigration.

This article is written by a member of MACLEAN'S MAGAZINE staff who has just returned from a careful, personal investigation of the situation. Shall we have a "White West?" Many Westerners are demanding it. Are the aliens to swing labor into the bosom of the O.B.U.? It is being done—and what must we do to stop it?

The "inside" story of the routing of the Drumheller miner aliens by returned Canadian war veterans is here told by MACLEAN'S for the first time. What leadership must be substituted for the O.B.U. leadership of these foreigners?

The October issue of MACLEAN'S is a Western number in the sense that it contains many articles and stories of distinctly Western interest. For instance:

X "Those Pesky Farmers Out West"

By Hopkins Moorhouse, Author of "Deep Furrows"

They have completely upset the old order of things. No longer will politics consist of the comfortable fight between the Ins and Outs with the old party lines maintained. The grain growers on the Prairies have upset the calculations of the professional politicians and completely changed the face of Dominion politics.

X "Fifty Years in the West"

By Professor W. T. Allison

A breezy and readable sketch of the business career of Winnipeg's veteran business man, James H. Ashdown.

"Further Discoveries of New Land"

By Vilhjalmur Stefansson

The final and most interesting instalment of Mr. Stefansson's story of his wonderful trip of five years' duration in the Canadian north in which he tells for the first time of finding new continents in the Arctic and hoisting there the Canadian flag.

X "The Banshee Bell"

By Edith G. Bayne

A bright love story laid in the mountains of British Columbia.

Other Splendid Features of October MacLean's

X "The Turmoil at Ottawa"

By J. K. Munro

A comprehensive survey of Dominion politics, written with complete impartiality and absolute candor. It is bright and breezy, with a knock in every line for the politicial opportunists. It plucks many tail feathers from our party leaders.

"Spanish Doubloons"

By Camilla Kenyon

The start of a bright and fascinating serial story by a brilliant young writer. It is the Spanish Main brought up-to-date, treasure hunting with a background of fun and romance.

"The Airy Prince"

By Arthur Beverley Baxter

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"His Majesty's Well-Beloved"

By Baroness Orczy

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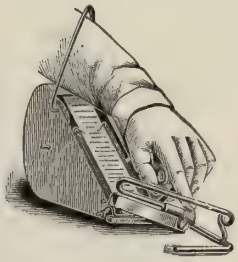

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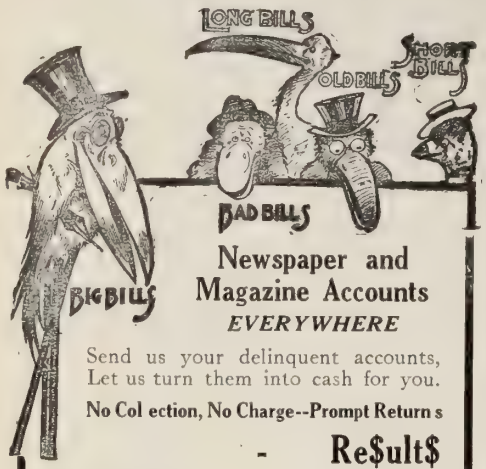

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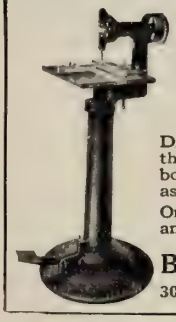

BERRY ROUND HOLE CUTTER

Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.

One to two inches drilled at an operation. Ask for proof.

Berry Machine Co.

300 N. Third St. St. Louis, Mo.

GREAT WESTERN SMELTING and Refining Co.,

P.O. Box - 1060

Vancouver, B. C.

TYPE METAL for All Purposes

Linotype Combination, Stereotype, Monotype, Electrotype.

Quality, Cleanliness and Analysis Guaranteed.

BUYERS' DIRECTORY

PAPER DRILLING MACHINES

Berry Machine Machine Co., St. Louis, U.S.A.

PAPER MANUFACTURERS AND DEALERS

Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson & Co., John, 25 Melinda St., Toronto.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred H., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Paper Sales, Limited, Bank of Hamilton Building, Toronto.
Provincial Paper Mills Co., Telephone Building, Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.
United Paper Mills, Ltd., Toronto.
Wilson Munroe Co., Limited, Toronto.
Whyte Paper Co., A, 55 Bay St., Toronto.

PATENT BLOCKS

The Challenge Machinery Co., Grand Haven, Mich.

PHOTO ENGRAVERS

Photo Engravers, Limited, Toronto.
Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Ault & Wiborg Co. of Canada, Ltd., Toronto, Ont.
Canada Printing Ink Co., 15 Duncan St., Toronto.
The Columbia Printing Ink & Roller Co., Hamilton St., Vancouver, B.C.
Dominion Printing Ink Co., 128 Pears Ave., Toronto.
Manton Bros., Toronto, Ont.
Reliance Ink Co., Winnipeg, Man.
Shackell, Edwards & Co., Ltd., 127 Peter Street, Toronto.
Sinclair & Valentine, 233 Richmond St. West,

PLATE MOUNTING EQUIPMENT

The Challenge Machinery Co., Grand Haven, Mich.

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The Hamilton Manufacturing Co., Two Rivers, Wisconsin.
The Challenge Machinery Co., Grand Haven, Mich.

PRINTERS' IRON FURNITURE

The Toronto Type Foundry Co., Ltd., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.

PRINTING PRESSES

Babcock Printing Press Co., New London, Conn.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., R., 504-520 Grand St., New York.
Linotype & Machinery, Limited, London, Eng.
Manton Bros., 105 Elizabeth St., Toronto.
Miehle Printing Press & Mfg. Co., Chicago.
Premier & Potter Printing Press Co., Inc., New York City.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
The Mann Litho Press Co., 58 Walker St., New York City.
Walter Scott & Co., Plainfield, N.J.

PRINTING PRESS MOTORS

Kimble Electric Co., 635N Western Avenue, Chicago, Ill.
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PRINTERS' MACHINERY AND SUPPLIES

Manton Bros, Toronto, Ont.
Royal Machine Works, Montreal
Stephenson, Blake & Co., Toronto.
The Toronto Type Foundry Co., Ltd., Toronto.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
The Columbia Printing Ink & Roller Co., Hamilton St., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair & Valentine, Toronto, Ont.
Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

PROOF PRESSES

Stephenson, Blake & Co., 60 Front St. W., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.

PUNCHING MACHINES

C. R. & W. A. Nelson, Chicago.

ROLLERS

We give prompt delivery, lowest prices and complete satisfaction.

Order your rollers in time to give them opportunity to season.

Winnipeg Printers' Roller Works

175 McDermott Ave., Winnipeg

Classified Boosters

A Series of forty-eight display ads, issued in 2 and 3 column sizes. Lately placed with The Toronto World, Kansas City Star, Indianapolis Star, St. Paul Dispatch and Pioneer Press among others.

The International Syndicate

20 Years of Unfailing Feature Service

BALTIMORE, MARYLAND

RAGS—WIPING

E. Pullan, 20 Maud St., Toronto.

REGISTER GAUGES

E. L. Megill, 60 Duane St., New York.

REGISTER HOOKS, BLOCKS AND CATCHES

The Challenge Machinery Co., Grand Haven, Mich.

ROTARY PRESSES

Goss Printing Press Co., 16th Street and Ashland Ave., Chicago.
Hoe & Co., R., 504-520 Grand St., New York.

ROLLER SUPPORTERS

The Challenge Machinery Co., Grand Haven, Mich.

STEREO PAPERS

L. S. Dixon & Co., Ltd., 38 Cable St., Liverpool, England.

SECTIONAL BLOCKS

The Challenge Machinery Co., Grand Haven, Mich.

TYMPAN PAPERS

The Cromwell Paper Company, Chicago, U.S.A.

TYPE-HIGH MACHINES

The Challenge Machinery Co., Grand Haven, Mich.

TIN FOIL PAPERS

J. & W. Mitchell, Birmingham, Eng.

TYPE FOUNDERS

Stephenson, Blake & Co., 60 Front St. W., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg.

THE NEW ERA PRESS

A Multi-Process Printing, Punching, Perforating, Cutting and other operation machine. Manufactured by The Regina Co, Rahway, N.J., U.S.A.

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 68 Temperance Street, Toronto.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Bldg., Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

TYPE-HIGH GAUGES

The Challenge Machinery Co., Grand Haven, Mich.

WASTE PAPER DEALERS

E. Pullan, 20 Maud St., Toronto.

Printer and Publisher Want Ads.

2 cents a word—10 cents extra for box number

BUSINESS CHANCES WANTED

GOOD WEEKLY NEWSPAPER AND JOB business wanted in good district, port town preferred. Must be capable of producing good profit. Please state full particulars, price, terms. Replies treated in absolute confidence. Advertiser thoroughly practical printer and newspaperman of acknowledged ability and reliability. Box 656, Printer and Publisher. (p10p)

SITUATIONS WANTED

A YOUNG MAN WITH SMALL CAPITAL and some experience in country newspaper work can get good opening in live town in Alberta; manager or owner. Box 649, Printer and Publisher. (p9p)

GOOD OPENING FOR YOUNG MAN

WEEKLY NEWSPAPER AND JOB PRINTing office in good town in Western Ontario wants young, vigorous man capable of taking general charge while present manager devotes his time to editorial work and the business office. Office equipped with linotype and business expanding. Opportunity for full scope of energies. May take financial interest in business if desired. Address, with full particulars, Box 655, Printer and Publisher, Toronto. All letters confidential. (p10p)

EQUIPMENT WANTED

WANTED TO PURCHASE — A SECOND-hand waste paper baler, in good condition. Send full description and price to Canadian Des Moines Steel Company, Ltd., Chatham, Ont. (p10p)

SECOND-HAND PROOF PRESS WANTED; also second-hand 18" round hole foot perforator. Address with particulars to "Times-Guardian," Richmond, Que. (p10p)

WANTED — A SECOND-HAND LINOTYPE in good condition. Kingsville Reporter. (p10p)

FOR SALE

FOR SALE ONE FALCON PRINTING press with self-feeding attachment. Speed, 3,000 to 3,500 impressions per hour. Size of platen, 15 x 21. English make, in perfect condition. One horsepower motor required. Price, $1,500. Easy terms. Barber-Ellis Limited, Toronto.

FOR SALE — CYLINDER PRESS, LINOtype, typograph, wire stitcher, stones, metal and wood type, Gordon presses; bargains. Review, Niagara Falls. (p9p)

FOR SALE — MOTOR, 10 HORSEPOWER alternative current with controller, $400. Apply Le Droit, Ottawa. (p9p)

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto.

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade Apply personally, or in writing, to Superintendent at above address.

Look Here!

Have you a situation vacant? Have you a business to dispose of? Have you any equipment for sale? If so try a want ad. in PRINTER AND PUBLISHER. It will bring results. Look at the results PRINTER AND PUBLISHER want ads. brought in the following recent instances.

Box 648—Four replies.
Box 649—Nine replies.
Box 650—Three replies.
Box 651—Four replies.
Box 652—Four replies.
Box 654—Six replies.

Two cents a word—that's all.

FOR SALE

1 two-revolution 4-roller Hoe Press, bed 45 x 62, fitted for individual drive, including controller. Can be seen in operation; good order; immediate delivery.

1—10 x 15 W. & B. improved Gordon throw off, power fixtures and fountain complete; first-class order; immediate delivery.

1 Scott direct drive 2-revolution 4-form, roller printed side up delivery. No. 5, bed 30½ x 42; new; immediate delivery.

ROYAL MACHINE WORKS
738 ST. PAUL WEST, MONTREAL
Printing and Bookbinding Machinery

TRANSLATIONS

ENGLISH INTO FRENCH AND VICE versa. Advertising Booklets, Technical literature, Catalogues, Circulars, Posters, Commercial and other Correspondence. Why not secure Expert Service at once? It saves time and avoids unpleasantness arising from unsatisfactory translations. Moderate rates, including proof-reading. Correspondence especially solicited from Printers and Advertising Agencies. Léon A. Archambault, P.O. Box 135, Station B, Montreal.

SITUATIONS VACANT

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 68 Temperance St., Toronto.

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Endurance Rollers

Superior to all Other Rollers

Cost No More, Last Longer

WHEN ordering Winter Rollers, why not get the kind that will positively wear longer and give better service than any other Roller on the market?

We have been making this new brand of Roller for a year and a half and have proven the above facts beyond all shadow of doubt.

Endurance Rollers have a very fine, close texture which tends to repel all atmospheric conditions, and it is this which makes them superior to all others.

Cost no more—Last longer.

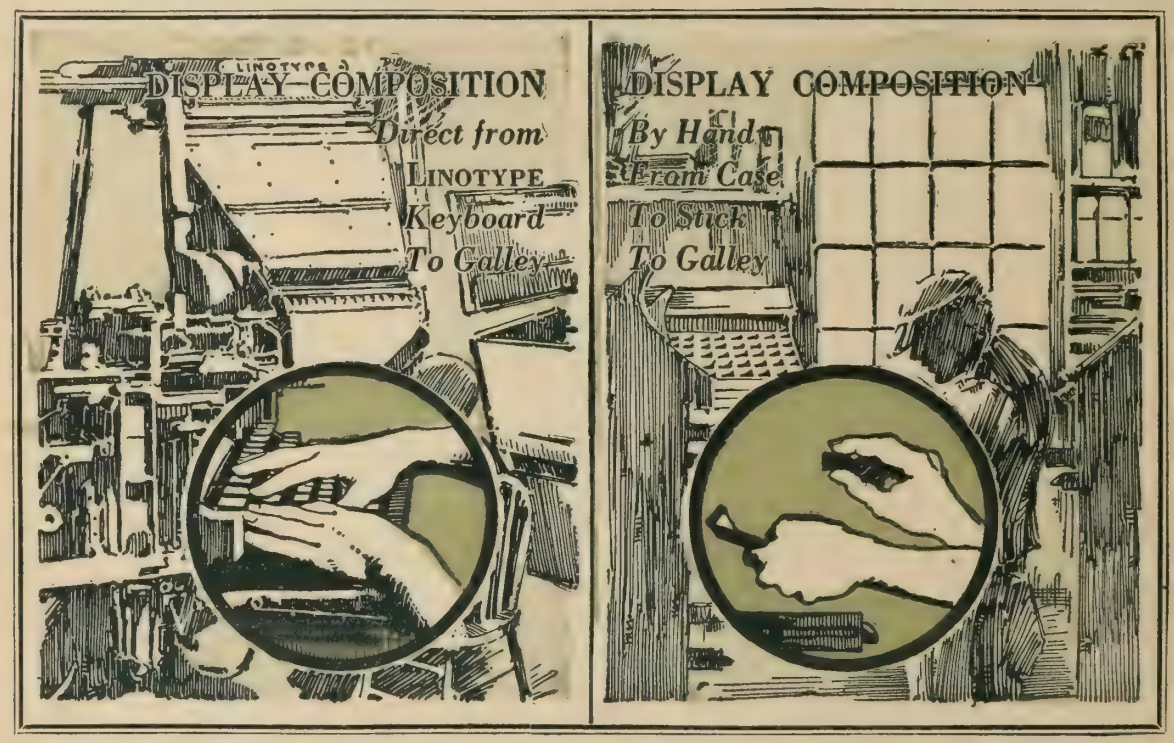
The Ault & Wiborg Company
of Canada, Limited

Montreal Toronto Winnipeg

MORE THAN 38,000 IN USE

© TRADE **LINOTYPE** MARK ©

THE MACHINE THAT LASTS



10 Fingers vs. 2 Fingers

The original Linotype was a success because it introduced 10-Finger Efficiency to displace 2-Finger hand composition. For the same reason, the Model 20 Display Linotype is a success today. Display composition direct from the Linotype keyboard sets new standards for speed, economy—and quality—which you will find profitable.

Investigate the LINOTYPE 10-FINGER EFFICIENCY *for display*
Write for Model 20 literature

CANADIAN LINOTYPE LIMITED
68 Temperance St., Toronto
MERGENTHALER LINOTYPE CO., New York, U. S. A.
CHICAGO SAN FRANCISCO NEW ORLEANS

PRINTER & PUBLISHER

for NOVEMBER, 1919

PUBLISHED MONTHLY BY THE MACLEAN PUBLISHING CO., Limited, TORONTO
SUBSCRIPTION PRICE $2.00 PER YEAR

61st
Annual Convention
Canadian
Press Association

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO · MONTREAL · WINNIPEG

FIBRESTOC

Canada's Leading Cover Paper

FIBRESTOC has won its way to the front among Canadian-made Cover papers because printers after once using it quickly appreciate its *quality* and *value*.

You can use it on the highest grade of work, yet it is so moderate in price that you can use it with economy on very ordinary jobs.

A few of the reasons that have contributed to the popularity of FIBRESTOC are:

1.—Printers save from $3 to $5 per ream over imported cover paper of similar quality.

2.—Being made from extra, long, tough fibre, it has the strength that stands rough handling in the mail.

3.—Folds evenly, doesn't crack, a perfect stock for shallow and deep embossing, and has surface that permits the finest of printing results in one, two, three or more colors.

You can secure FIBRESTOC in all the popular shades —white, buff, lavender, gray, robin's egg, blue, russet, brown, wine and green. Use it for catalog and booklet covers, folders, broadsides, post cards, etc.

FIBRESTOC will save you money. It will help you to produce quality work at a lower price. A trial order will convince you of the truth of these statements.

Authorities on printing say our FIBRESTOC sample book is the most attractive cover sample book ever produced in America. Replete with splendid examples of color printing, ideas you can use. May we send you one?

WHY

More Fibrestoc Cover is Sold than All Other Canadian-made Covers Combined

TRADE MARK

This design a guarantee of quality

Distributed by

Barber-Ellis, Limited - - - - - Calgary, Alta.
Barkwell Paper Co. - - - - - Winnipeg, Man.
Buntin, Gillies & Co., Limited - - Hamilton, Ont.
Buntin, Gillies & Co., Limited - - Ottawa, Ont.
Canada Paper Co., Limited - - - Montreal, P.Q.
Canada Paper Co., Limited - - - Toronto, Ont.
Smith, Davidson & Wright, Limited, Vancouver, B.C.
Smith, Davidson & Wright, Limited - Victoria, B.C.
L. P. Turgeon - - - - - - - - Quebec, P.Q.

Other Good C.P. Co. Covers

Wove Mill
Cashmere
Derby
Tinted Art S.C.
Tinted Art Suede

MADE IN CANADA BY

CANADA PAPER CO. LIMITED

WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

"DOMINION"

BLACK INK

Used in Canada Wherever Good Printing is Done

NEW

SUPERIOR

HALF-TONE BLACK

For the finest half-tone work on coated papers. None better. Try some at once, for it's the best on the market to-day. Samples sent with pleasure.

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

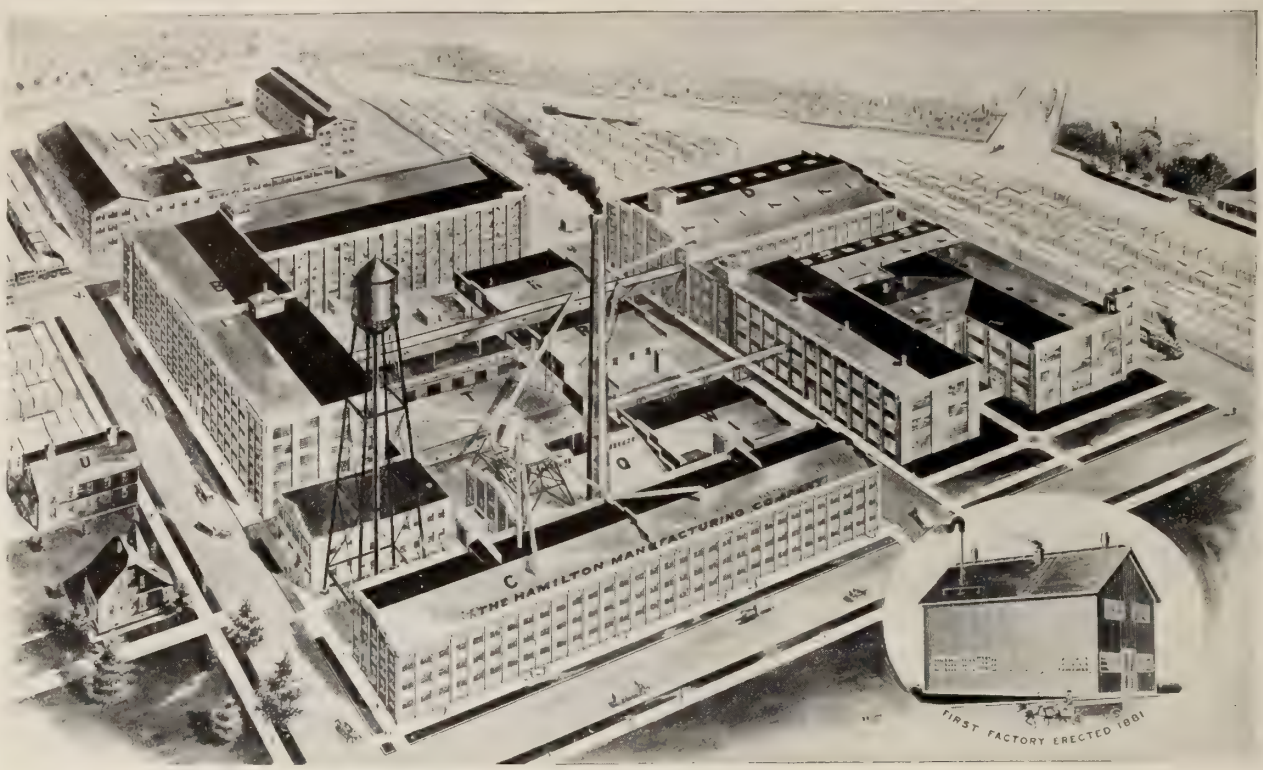
128-130 Pears' Avenue, Toronto, Canada

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice *Manager for Eastern Canada*
128 Bleury St., MONTREAL
Phone Main, 5124

PRINTER AND PUBLISHER, November, 1919. Vol. 28, No. 11. Published monthly at 143-153 University Ave., Toronto, by the MacLean Publishing Co., Ltd. Yearly subscription price, $2.00 Entered as second-class matter at the Post Office Department at Ottawa, Canada. Also entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, N.Y., U.S.A., under Act of March 3rd, 1879.



Plant of The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

The small illustration shows the first factory erected in 1881, since which time there has been a steady growth to the present extensive plant illustrated.

The Hamilton Factories represent a lifetime devoted to the production of printers' materials. The present president of the Company was its founder, and many of the workmen, foremen and other employees have been with the Company since it was started, or since their boyhood. Many of the workmen who started with this Company thirty-five or more years ago as boys are now working side by side with their own sons, who have taken up the production of printers' furniture as their life work.

It is because of such things as these that Hamilton furniture has attained a world-wide reputation and is demanded by thoughtful printers wherever the art of modern printing is practiced.

The Hamilton Manufacturing Company

Hamilton Equipments are Carried in Stock and Sold by all Prominent Typefounders and Dealers Everywhere.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern. J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed to every enquiring printer.

When You Attend the Canadian Press Association Meeting at Toronto, November 27th and 28th

Make a point of calling at our offices, corner York and Wellington Streets, Toronto, just a few minutes' walk from the convention headquarters.

You are cordially invited to come and look over our stock of

PRINTING MACHINERY AND SUPPLIES

During the past month we have been arranging for a shipment of new Chandler & Price presses and Miller Feeders.

Although several orders have been received, there are a few of these machines left, so come in and we will be glad to explain their features.

We would also like to show you the latest designs in other time-saving, cost-cutting machines and appliances we handle.

Be sure to pay us a visit and make yourself at home.

Toronto Type Foundry Co., Limited

Corner York and Wellington Streets, Toronto

Branches:

201 Beaver Hall Hill
MONTREAL

175 McDermott Ave. E.
WINNIPEG

WINTER ROLLERS

In the extreme temperatures of our Canadian climate, it is impossible to make a hard summer Roller that will be soft enough to do satisfactory work through the cold, dry days of the winter.

DON'T DELAY ORDERING YOUR

WINTER ROLLERS

It is as necessary to change from summer to winter Rollers to get good work from your presses as it is to change from featherweight to woollen clothing in the cold weather.

Years of successful Roller-making for Canadian printers behind every Roller we make.

Mail full description of your requirements when sending cores.

SHIP YOUR CORES TO

CANADA PRINTING INK CO., LTD.

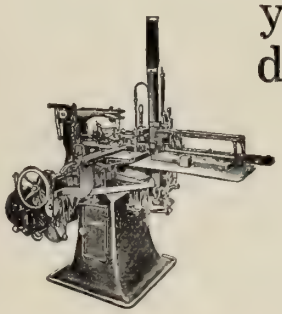
15 DUNCAN STREET, TORONTO

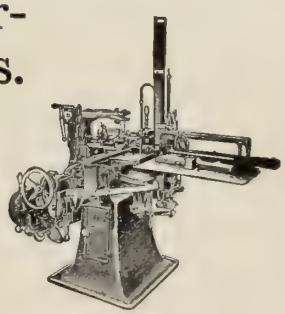
The Southern Newspaper Publishers' Association has a membership of 149 daily newspapers. These

149 Newspapers Now Use 42

Monotype Type-&-Rule Casters

THE MONOTYPE NON-DISTRIBUTION SYSTEM is especially adapted to the small newspaper, because it makes possible handling more ads with the regular force—and it saves all the money you now pay for type, borders, leads, slugs, and rules.





NEW YORK
BOSTON

Lanston Monotype Machine Company

PHILADELPHIA

CHICAGO
TORONTO

Monotype Company of California, SAN FRANCISCO

243

This advertisement is composed in Monotype No. 150 Series and Monotype Rule

Sole Agent

BROWN FOLDING MACHINE COMPANY

ERIE, PENN.

When you install a Brown Folder your folding troubles cease—most efficient folder on the market.

Bookbinding and Printing Machinery

H. J. LOGAN

114 Adelaide Street West

TORONTO

When you buy a Latham-made machine you know what you are getting—makers of the famous "Monitor" line.

Sole Agent

LATHAM MACHINERY COMPANY

CHICAGO, ILL.

LATHAM

MONITOR Multiplex

PUNCHING MACHINE

A Modern Machine for Modern Conditions

Conditions of to-day are making it plain that old methods of production won't do. Modern requirements require modern machines—appliances that save labor and produce work rapidly.

The Latham MONITOR Multiplex has won an enviable reputation for efficiency and economy. Heavy, rigid, simple, fast and built to last.

No Tools Required for Locking Punch Head in Position.

Sold in Canada by

H. J. Logan 114 Adelaide Street West **Toronto**

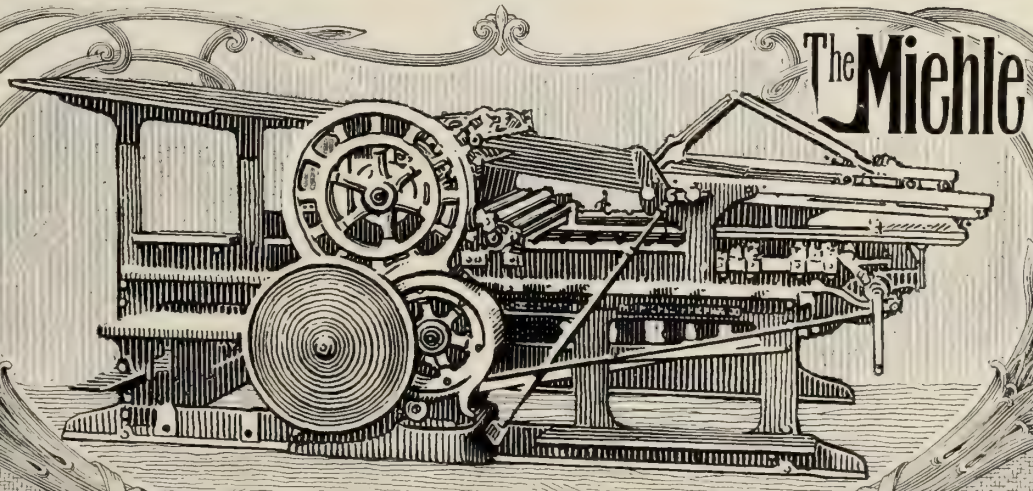
LATHAM MACHINERY COMPANY

NEW YORK CHICAGO BOSTON

STEWARDSHIP

WE wish that everyone who uses printing presses could come to visit us and go through our plant, so that we might show them, and it would be an easy matter, that no money that is paid us for Miehle Presses is wasted in inefficient methods or by lack of intelligent foresight.

On the contrary, every operation, every piece of material, has been considered as part of one great plan which has for its object the nearest possible approach to perfection in quality and, at the same time, the realization of every legitimate economy. Every press that we turn out is built as though our whole reputation depended upon its individual excellence.



MIEHLE PRINTING PRESS & MFG. CO.

Fourteenth and Robey Streets, Chicago

Distributors for Canada

TORONTO TYPE FOUNDRY CO., LIMITED

TORONTO MONTREAL WINNIPEG REGINA

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED.

R. HOE & CO.'S IMPROVED GRAINING MACHINE

Insures Properly Grained Plates

MADE IN TWO SIZES FOR MAXIMUM PLATES OF 34"x45" AND 48"x65"

This Improved Plate Graining Machine is superior to any other, both as regards design and construction. It is made in the same accurate manner and from the same high grade of materials as our large machines and will be found efficient and reliable in every way. It is the most rigid machine of its type and, because of its open construction, the easiest to operate and keep clean.

We have a few of these machines finished in stock, immediate delivery of which can be made.

OFFSET BLANKETING

We have just received a large consignment of the best quality of IMPORTED OFFSET BLANKETS which we are able to offer at the lowest market price. Let us book your order for a sample blanket and thus convince you that we can give you prompt and good service in this line.

R. HOE & CO.

504-520 GRAND STREET NEW YORK

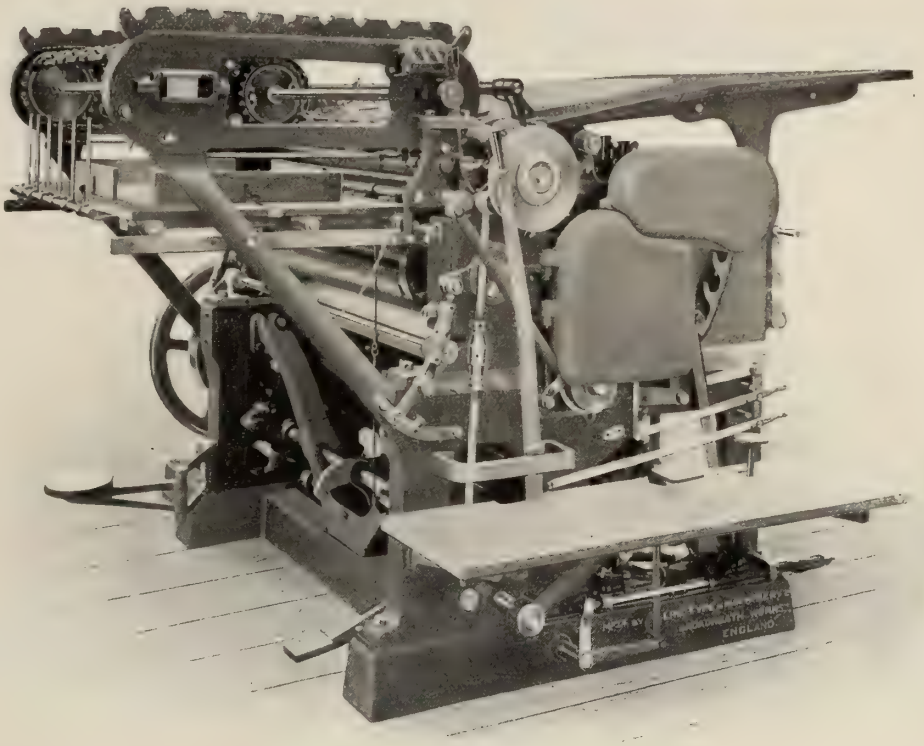
7 Water Street
BOSTON, MASS.

544-546 South Clark Street
CHICAGO, ILL.

109-112 Borough Road
LONDON, S.E., 1, ENG.

TRADE L&M MARK

OFFSET LITHO ROTARY



A few of the things you should know about it:

TWO REVOLUTION—
gives 70% more time to lay on compared with single-cylinder machine, and a better product.

P. S. U. DELIVERY—
by variable speed device, which slows down at delivery point and accurately deposits each sheet.

DELIVERY BOARD—
can be rolled out clear of offset cylinder, hung from tracks when not in use, or entirely removed.

AUTOMATIC TRIP MECHANISM—
operates impression cylinder, inking rollers, and water feed.

WHEN TRIPPED—
double inking is automatically avoided by the rollers lifting clear of the plate.

OFFSET CYLINDER—
special provision is made to ensure even tension on rubber blanket.

PLATE CYLINDER—
is twice the size of impression and offset cylinders and is journalled in bearings rigid to side frames.

GENERAL CONTROL—
the pressman has all ink and water adjustments, etc., under full control whilst seated (see illustration).

BACKING-UP—
this motion can be operated from either end of the machine or from the footboard.

FULL SPECIFICATION—
and full mechanical details—See Folder No. 292.

LINOTYPE & MACHINERY LIMITED

c.o. CANADIAN LINOTYPE LIMITED 68 TEMPERANCE STREET, TORONTO

Wilson-Munroe Co., Limited
TORONTO

No Better Value at the Price

CONSUMERS BOND
(Watermarked)

Notwithstanding the number of similar-priced sheets on the market—*we are selling more Consumers Bond to-day than ever before.*

Large stocks carried in *White* and *Nine Distinctive Tints.* All standard sizes and weights.

Samples and Quotation on Request

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

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TORONTO

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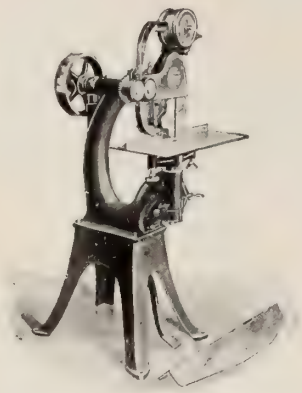
The Cromwell Paper Co.

Department P.P. **Jasper Place, Chicago, U.S.A.**

Trade

Mark



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For thirty years the J. L. Morrison Company has been striving to build a better and better stitcher. The Morrison "Perfection" stitcher of to-day leads the world. Note the following points of extra usefulness obtainable only in the "Perfection": gives a positive feed—simple of adjustment—ease and speed in changing wire and threading—only one place for inserting wire—wire cannot kink—feed automatically adjusts itself to any size wire—holds and grips wire while being cut.

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Insist on Using

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Largest Makers of White Metals in the World

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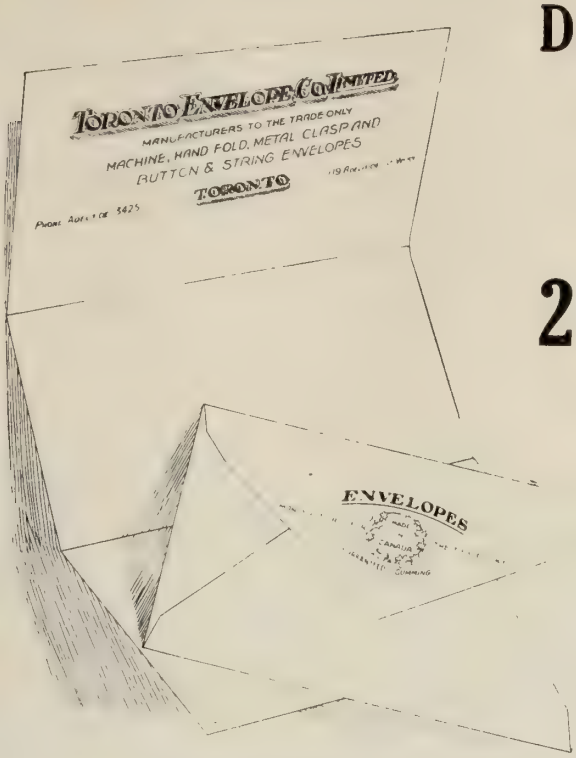

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Ask us at once for samples and full details as to advantages and particulars as to cutting and printing

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"2 fold" gets the message to its destination with as little mutilation as possible: Six folds in a letter spoils all the printer's efforts to produce an attractive heading.

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Now carried in stock in White and Buff in the following sizes:

In White and Buff	16 x 21	25 lbs.	22½ x 34	57½ lbs.	*In White and Buff*
	17 x 28	35½ lbs.	24½ x 36½	67 lbs.	
	19 x 24	34 lbs.	24 x 38	68½ lbs.	
	21 x 32	50½ lbs.	28½ x 34½	73½ lbs.	

Prompt service is our specialty. How can we serve you?

UNITED PAPER MILLS LIMITED

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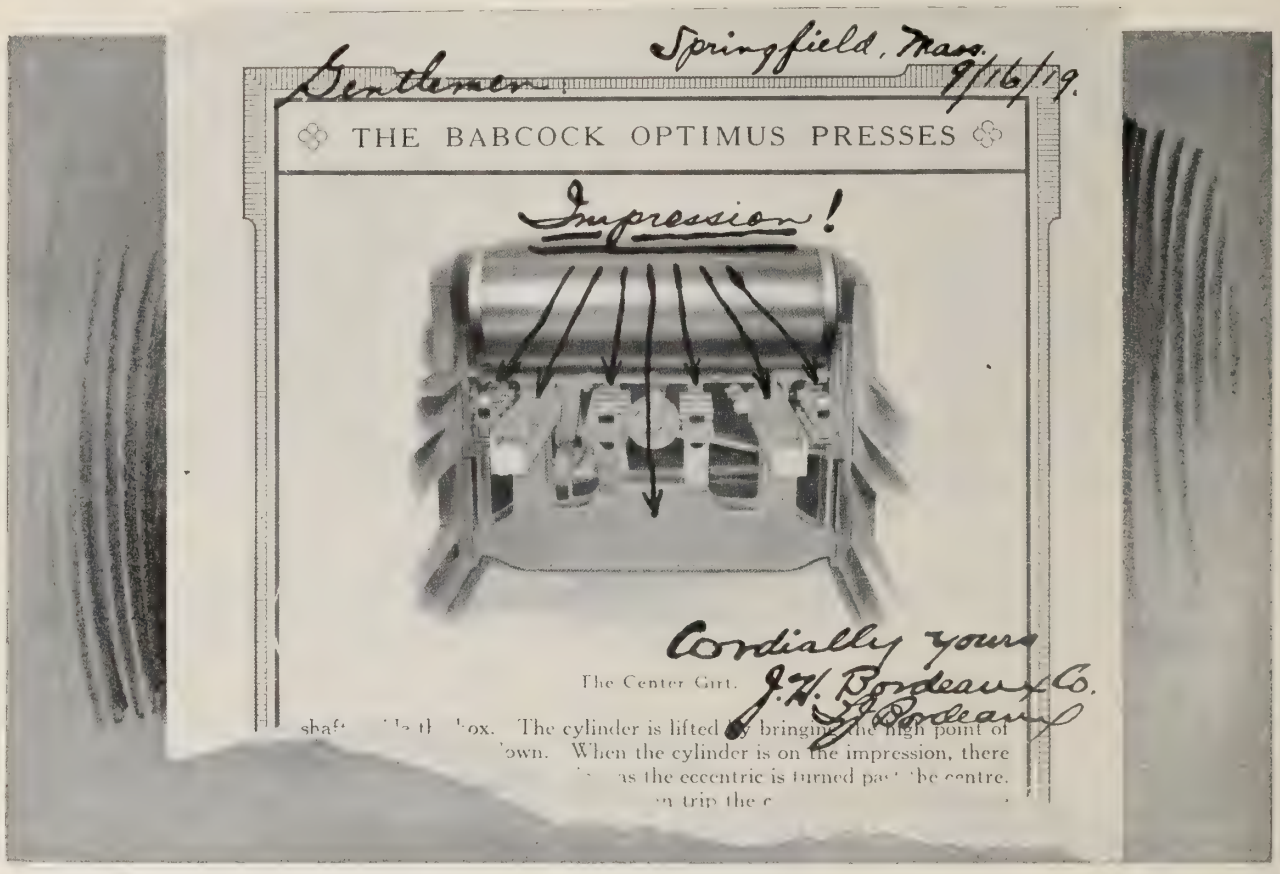
The Shortest Endorsement Letter on Record

A successful Advertising Printer using five OPTIMUS presses recently received this inquiry:—

> *"Will you kindly tell us how you manage to print your half-tone work on bond paper on an ordinary cylinder press?"*

Below is a reproduction of his reply.



The catalogue from which this page was torn is unique, in that it is the only flat bed cylinder press catalogue issued, in which individual mechanical advantages are detailed.

If you have a copy, read it; if not, write for one.

Our Best Advertisements Are Not Printed,—THEY PRINT!

"The demand for BABCOCK PRESSES is double that of any previous year."

The Babcock Printing Press Manufacturing Company

NEW LONDON, CONN. NEW YORK OFFICE, 38 PARK ROW

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.
John Haddon & Company, Agents, London, E. C.
Miller & Richard, General Agents for Canada: Toronto, Ontario, Winnipeg, Manitoba.

UNITED TYPOTHETAE OF AMERICA

Mark Well the Mark

What's behind this 70% increase?

Whew, that's some advance!
It's almost unbelievable!
70% increase in twelve months.

When a big international association can increase its membership 70% in one year, it's setting a record.

And yet this growth of the United Typothetae of America can be traced to the desire master printers had of getting U. T. A. Service for their business.

Dividend-paying Service like the following:

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Advertising Advisory Service
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Hour-Costs
Selling Prices
Production Output
New and Special Production Methods
New Machinery
Special Equipment
Estimates on Printing
Cost and Accounting Information
Sources of Supply on Regular and Special Commodities

INDUSTRIAL RELATIONS BUREAU
Employment
Dispute Adjustments
Labor Policies
Shop Practices
Wage Negotiations
Working Conditions
Apprenticeship Agreements
Arbitration Plans
Shop Committees
Conference Councils
Sanitation Regulations

EDUCATIONAL BUREAU
Standard Estimating Course for Printers
Standard Salesmanship Course for Printers
Standard Accounting Course for Printers
Standard Cost Finding Course for Printers
Standard Cost Finding System
Standard Accounting System
U. T. A. Typographic Library
Standard Price List

This service is available to other worthy master printers through membership. Write for the folder "Advantages of Membership in the U. T. A."

The U. T. A. Advertising Bureau is providing advertising folders, mailing cards, blotters and even house-organs as part of the Preferred Service for U. T. A. members. Want to know more about THIS?

UNITED TYPOTHETAE OF AMERICA

(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

"Not Conducted for Profit"

General Offices, 608 South Dearborn Street, Chicago, Illinois

Press Room Profits are derived from the money saved as well as from the money made in the operation of the presses. Whether Type presses or Offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN P'T'G PRESS

Every mechanical device that makes for the production of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

Every printer should know about them.

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SUCCEEDING THE WHITLOCK AND POTTER COMPANIES
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GEO. M. STEWART
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Montreal P.Q.

Maritime Provinces:
PRINTERS SUPPLIES LTD.
27 Bedford Row
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PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Not Suing for Divorce from the C.P.A.

The Reorganization of the Association

By M. R. JENNINGS, Chairman Daily Section

IN order that there might be a better understanding of what Mr. M. R. Jennings, of Edmonton, proposes in his amendment re the reorganization of the C.P.A., PRINTER AND PUBLISHER requested Mr. Jennings to furnish a resume of the case. This is herewith submitted. It is to be hoped that members will study the situation closely before coming to the Association. A meeting of the Daily Section has been called for Wednesday afternoon, the 26th, at the King Edward Hotel, for the purpose of having a preliminary discussion of reorganization and of recommending a course of action to the directors, who meet on the evening of that day. Mr. Jennings' explanation follows:

Since the war it has become quite apparent that certain reconstruction work could be profitably undertaken by the daily publishers of Canada in an effort to meet the increasing difficulties of effective operation.

The numerous requests which have reached the executive from all three sections of the Canadian Press Association for certain specialized service which could not be supplied under present conditions are indicative of a widely-held feeling that the C.P.A. as now constituted cannot give satisfactory service to approximately 100 dailies, 500 weeklies, and 50 trade and class publications. Whether this extra service should originate from within or without the Canadian Press Association is a question calling for frank discussion and thoughtful decision at the next convention.

Undertook a Big Task

Inspired with a very real national sentiment the Canadian Press Limited, composed largely of the same men who are always most active in C.P.A. affairs, overcame many serious obstacles in establishing the trans-Canada leased wire service. The installation was complex and expensive. Many delicate adjustments were necessary and large increases in news costs were assumed. It has been suggested that a commercial wing might be added to the C. P. Limited to house the business experts. Little support, however, has been given to the proposal.

No effort comparable with that of the news departments has been undertaken by the business departments. A general revival in support of newspaper publicity seems to be the most pressing need of the hour. A large majority of Canadian manufacturers and merchants appear to make it a positive religion not to advertise in daily newspapers. The blame may not all rest with them. Much improvement cannot be

M. R. JENNINGS, Chairman of the Daily Section of the C.P.A.

expected until a great co-operative effort is made on the part of daily publishers to further commercialize their wares and to administer their advertising columns as manufactured articles selling in the open market against progressive, well-organized and ever-increasing competition.

Merely that ample provision might be made for the most open discussion on the question of re-organization, a constitutional amendment was proposed "that the association be dissolved and its charter surrendered, or that the present by-laws be repealed and new by-laws be enacted to provide for its continuance as a general association with nominal membership fees and without paid officers or staff."

No Disruption of the C.P.A.

The writer is not suing for any divorce from the C.P.A. on behalf of the daily publishers. He does not believe that grounds exist for such a course. He would be not only greatly surprised but keenly disappointed if the first part of the amendment should carry. This opinion is shared by practically all the publishers who have expressed themselves at all on the question. The problem thus becomes one of determining the form in which the C.P.A. shall be perpetuated and how the interests of each section may best be served by separate executive and staff.

The income derived by the C.P.A. from the weekly newspapers during 1918 was over $5,200 and over $2,000 was received from the trade and class publications. With an increase of membership, even without increase of fees, these amounts would go a long way in establishing a permanent secretary or manager for each of these sections. On the other hand, if the plan which seems to be considered necessary by many of the daily publishers should be attempted, it is estimated that fully three times the amount of their present membership fees would be needed. The 1918 revenue from daily newspapers was $7,286. After all, the cost of any new service is only one detail of many which must be considered.

The Opinions of Other Publishers

The PRINTER AND PUBLISHER of May contained an excellent summary of the problems facing each section, and printed opinions of several editors. Little of importance has occurred in the interval. The writer has heard from a large number of daily publishers in response to a circular letter setting out the needs and estimates for the reorganization of the daily section, but has no information regarding the attitude of the weekly and trade sections, beyond the views of their respective chairmen quoted below:

Acton Burrows, Chairman of the Trade and Class Section, says: "I do not see any reason why, if the daily newspaper publishers form a separate organization, the C.P.A. should cease to exist, but that it should continue, though perhaps on a different basis."

P. George Pearce, of the Waterford "Star," Chairman of the Weekly Section, believes "it will be to the best interests of all sections to form separate organizations as their interests are divergently different," and suggests that this question be made the first order of business at the sessions of the several sections, commencing Thursday morning, and that the general session of the association should be reconvened at 2 p.m. on that date to consider this amendment.

Questions Advance in Rates

The "British Whig," Kingston, is the only paper reporting so far as being utterly opposed to the suggested advance in rates, or to any advance on what it is paying to-day; while "La Tribune" of Sherbrooke writes: "It is very important that something should be done towards making the Daily Section an independent institution, working for its own interests independently, or if this be impossible to accomplish at once, establishing a very aggressive promotional department for the daily papers."

Among those not definitely opposed to the reorganization, but who are in doubt as to the value of the special service at the advanced scale of fees, are the St. John "Telegraph," Moncton "Transcript," Chatham "Planet," Peterboro "Examiner," Guelph "Mercury" and Cobalt "Nugget." Western dailies appear unanimous that more vigorous promotional advertising and more specialized service is necessary, and the weeklies seem in accord with this view.

E. H. Macklin, of the "Manitoba Free Press," is "persuaded that if representatives of the Daily, Weekly and Trade Sections were to get together in a room and discuss this whole matter in a frank and friendly spirit, the meeting would end with the whole outfit in unanimous agreement that the interests of all the sections would be best served by each section having its own organization independently administered."

The Hamilton "Spectator" contends that much of the work that is expected from a daily newspaper association could be done by the newspapers themselves. "I am in sympathy," says Mr. Allan, the advertising manager, "with your plan to increase the effectiveness of the

Canadian Press Association by adding any new department that would strengthen it and make it more valuable to members, but in my opinion the formation of a separate daily organization would only add additional expense to the present growing dues without benefiting the publisher in proportion, if at all."

From a Group of Dailies

Trust Hamilton to produce a second helpful contribution from John M. Eastwood, of the "Times." He expresses warm appreciation of the benefits derived from membership in the A.N.P.A., and recognizes the necessity of having an aggressive and progressive association of Canadian publishers for mutual benefit and co-operation. Mr. Eastwood deplores the long list of external controlling factors which have so much to say in the administration of a newspaper, and thinks a strong Canadian organization desirable. He warns "by slow degrees to noble art we rise."

Frank Carrel, Quebec "Telegraph," heartily concurs in all suggestions excepting one, and that is as to the cost. This, he thinks, "could be started at a lower figure than suggested and gradually increase. I must admit," continues Mr. Carrel, "that I do think the daily papers of Canada are about the weakest group of any trade organization for carrying on united propaganda work for their own benefit."

E. W. McCready, of the St. John, N.B., "Telegraph," while recognizing the work as outlined in the initial proposal as being a highly necessary one," adds that "many of the smaller dailies have been brought into the association with some difficulty, and we are afraid a great number will drop out if the expense were much higher."

R. M. Glover, of the Peterboro "Examiner," while admitting the difficulty of administering the C.P.A. as at present constituted to the entire satisfaction of all concerned, is doubtful of the value of a service which increases the annual fee to the smaller daily from $60 per year to $210 per year, but thinks "the matter will stand for discussion."

J. H. Woods, of the Calgary "Herald," while emphatic in his desire to preserve the unity of the present C.P.A., believes that all would benefit by having each section conduct its own enterprise and thinks "the matter should be referred to the various sections early in the convention for report and action."

During the past summer annual meetings of the B.C. and Alberta division of the C.P.A. were held, and the matter of reorganization very freely discussed. Neither meeting desired to specify the form which such reorganization should take, but the following resolution was adopted by both conventions:

"This division of the C.P.A. recognizes the fact that the interests of the various sections of the Association are diverse in detail, though similar in general. It believes that greater efficiency would be secured to each section by a division of management and of managerial expense. It therefore recommends that the annual meeting should consider favorably the suggestion of such changes as may enable each of the present divisions to organize and conduct its own enterprise, and it urges that in so doing care be taken to preserve the unity of the present Canadian Press Association in order that the press of the country may continue its united efforts whenever called upon in the interests of the Dominion."

Perhaps this resolution best expresses the views of the majority of C.P.A. members. If this be true, a solution of the problem should not be difficult to find and an amicable readjustment should easily be effected.

Troubled With Transpositions

An operator in a weekly office in Ontario writes to PRINTER AND PUBLISHER as follows: "I am troubled with transpositions more than anything else. In some galleys that will be the only mistake made. As soon as I try to speed up a little I am sure to have this trouble. It does not seem to be with any particular letter, and the space bands appear to drop all right and I keep them well cleaned."

Transpositions stick to some machines like burrs to the tail of a donkey. But the chances are that some, if not a great deal of your trouble, is with your fingering. If you are in the interesting stages where you want to speed up now and then to catch the elevator you are going to have trouble with transpositions, and with other things. Never try for speed. That may sound strange, but there are many excellent operators who will bear this out. Operating the keyboard of the linotype needs the same cool planning that used to make it possible for some of the old comps. to dump a stick two or three lines ahead of the chap on the next frame who looked as though he were sticking more type than all the office combined. Learn to finger correctly. It may be that you cannot use all the fingers. Personally, I do not believe it is desirable to do so. Use as many as possible. Keep the hands flattened out. Do not cramp them up so that the finger strikes straight down with a typewriter motion. Above all else take time at the start to get motion even. It is even good practice for a beginner to quad out a line slowly just to get away from the poor habit of trying to throw a line into the machine before the elevator is back to position. Remember this, you will never be a real first-class operator unless you master the keyboard so thoroughly that you would no more think of having to look at it than looking to see the way to your mouth at the table.

But to get back to transpositions, they have bothered many an operator. On the old Rogers typograph they were present. It used to be quite common then to see an operator with a little wire wound so as to retard the spaces just a little as they slid down into position. On the linotype there are several things to watch. The chute spring, the roller cam, for it will be found that the space wears quicker than any letter, the star wheel—but above all the fingering. Be patient. Be reasonable. Be collected. Speed will come as the result of these things, not in spite of them. Remember, too, that the operator that is in demand to-day is the one who has a knowledge of his machine, and who can set a reasonable string of clean type. More and more machines are going into offices where there is no machinist, and there are some desirable positions in this line of work.—Ed. PRINTER AND PUBLISHER.

Concerning Grand Old Traditions of the Press

Presenting Forces of Energy and Gravity

By F. H. DOBBIN

THE Craft of the Press may rightly claim that in many respects it stands by itself, differing from all other professions in that it combines the literary and the mechanical. In the centuries that have passed since the Press was evolved and has struggled for recognition, it has passed through much tribulation. And having now reached a fulfilment of usefulness may rightly claim that indeed the Press is mightier than the Sword.

Concede to the Press its antiquity and at once other attributes press for recognition. Consider the element of tradition. Any profession or cult that stands to influence must have tradition, else its claims be too modern to command respect. So hanging around the newspaper, and absorbed by its workers, are many traditions which belong to the Press, and are a part of its history. Traditions which may not be disregarded, for the true newspaper man accepts and stands for a code of ethics from which he may not loosen without impugning his position as a leader of thought and fracturing of traditions. We find examples of this dropping of barriers in the passing of newspapers that fall from grace and fail to hold public respect and fade away in popular esteem.

Among the mass of tradition is one that concerns the editor. In these later days the editor's individuality has become impersonal. Largely because the editor does not own his paper, or rather the journal for which he writes. In the days when he was the proprietor, to a very much larger extent than now, especially in connection with papers in the larger centres, his work and worth stood out in the community as a driving and directing power. He was inferred to have gained his grasp of a field of thought as the result of tribulation and much burning of the midnight oil. About where he lived and printed his paper and published his opinions such were accepted as almost infallible by a large section of readers. That day has passed, but it was a vital matter when men at the helm were of the calibre of George Brown, Richard Dana and others. These men issued the personally conducted paper and their writings had weight accordingly.

But this matter of traditions. I asked a friend who walks the same way as myself when going to eat, if there were any traditions about his business and work. He was a plumber. "Not that I know of," he said, and added, "only that people say that we charge about three prices for what we do." I replied that that was not tradition, but fact, and he got so mad that he wouldn't speak to me for a week.

I asked still another friend, who is in the way of making the most astonishing things in big boilers and thumping big things in machinery, the same question. He reflected a few minutes and said that he couldn't recall any traditions, and added that his was a very serious business, as if that gave any distinction. After several trials, in addition, I reached the conclusion that the Press was in a class by itself so far as traditions were concerned.

Surely we must concede that prominent among these is the tradition, handed down from editor to cub reporter, from journeyman to apprentice, which inculcates the beautiful thought that when the irate citizen comes in, bursts in, to express the situation as it abounded, demanding of the editor "who writ that piece that was printed about me in your paper," and threatening annihilation, that the intruder was at once taken hold of by the editor and summarily tossed down stairs or thrown out a second story window. This fine old tradition, I regret to say, is now much more honored in the breach than in the observance, but I have seen the thing done. And it came about in this way.

It was along back in the late sixties, when one day a couple of fakirs named Ruttley and Andrus struck town and professed to effect certain cures of bodily ailments by a kind of laying on of hands. As we had in the community a diverse collection of those who were periodically infirm as well as those who permanently posed as complete nervous wrecks, and as operations for the relief of appendicitis had as yet not become popular or expensive, the pair had many applications. By common consent the old reliable linseed meal poultice, the stand-by for all internal ills, was laid on the shelf while the new cult was given a chance to show itself. The practitioners had got a few days' start, and were doing nicely, thank you, when Mr. Romaine, of whom I have previously written, came home from a trip to Montreal. He hated a fakir and a sham, and pitched into the clique in a column of double-leaded bourgoise, with what was, for the time and situation, a real "swell heading." It was a ringing denunciation of the whole thing, with a very apparent libel in every other sentence, in case the issue were taken into court.

Striding forward and towering over the desk the large man demanded to know if Mr. Romaine was the editor.

Paper came out of a Friday. Middle of the morning I was holding some copy while proof was being read by Mr Romaine, when the office door was flung open and a large man strode into the room and demanded to be informed if the editor was in. The large man (Ruttley) was wearing a silk hat and a pounce-colored, light overcoat and his legs were encased in light grey trousers. Such apparel was plainly an offence in itself and the hands made audible remark as to the habiliment. Mr. Romaine was pointed out to the stranger, where he was busy in the inner office. Striding forward and towering over the desk the large man demanded to know if Mr. Romaine was the editor.

It looked as if hostilities would commence. This to my great joy and to the en-

grossing interest of the hands now waiting developments. Mr. Romaine leaped from his chair, pulled off his coat, cast it on the desk, rolled up the sleeves of his shirt and glaring defiance at the intruder, thundered, with a perfectly delightful disregard of good grammar, "If you mean the responsible editor, I'm him."

Through the glass of the partition separating the sanctum from the working staff the entire and joyous proceedings could be viewed. Printers are ever ready to appreciate a situation, Indeed I have observed that they will even anticipate and accelerate, if opportunity offer. Such is quite in line with good tradition. Work had stopped. The rhythmic grind of the No. 3 Oshawa Gordon ceased. The comp. who was looking up an auction sale poster, paused with the mallet in mid-air. Anyway it was Friday, distribution day, with all the general relaxation following the long night's work. The hands waited for the concussion and in anticipation of an unusual form of entertainment, for the caste on the stage was about to furnish both comedy and tragedy.

Turning about Mr. Romaine told me to put a brick against the door. Now as an apprentice I endeavored to be thorough. I hastened to place two bricks, for bricks were the usual form of door holder, as we did not enjoy using boiler plate base, solid lead, from the Central Press Agency. Placing the bricks I hurried back to the scene of carnage: Mr. Romaine had hold of the intruder by the lapels of the pounce-colored coat and was dragging him about the room in an effort to steer him through the doorway. The couple knocked over the other chair, upset a small book-stand filled with Government reports and other priceless literature. The tall man was remonstrating with utterances of "see here," "hold on a minute," "let me explain" and other ejaculations. All these efforts at amity and concord were lost on Mr. Romaine. With a mighty tug he pulled the struggler through the door, and then the real fun commenced.

It will be apparent to any one who has been incarcerated in an old-time composing room that the last place for judicious violence is among the racks and cases. The stranger in his passage to the outer door snubbed on to anything that promised a hold. He clawed at the cap case of an Old Style Long Primer and the case fell on the floor with a noise to wake the dead. The pair caromed up against the corner of a composing stone, twisted around the corner of a news form, and about a column and a half of paid advertising, top of column, next to reading, fell out of the chase with a fearful crash. The time-honored tin can, half full of dirty water and the sponge, standing on the other corner of the stone was knocked off and the contents irrigated the overcoat and the grey trousers.

The stranger in his passage to the outer door snubbed on to anything that promised a hold.

Viewing the concussion from a respectful distance it seemed to me that I never beheld so many flying legs and obtrusive feet. It beats all how loose-jointed a man can be when he is subject to fractious exertion by some other fellow bent on personal destruction. I pledged myself that presently there would be a casualty. The couple, in their gyrations, waltzed into a double-demy stallion route bill (it was early in May), and all that was left of the embroglio was a clutter of wooden type, the empty chase, sidesticks and quoins.

Finally with a mighty heave Mr. Romaine thrust the man through the door, the door, mind you, against which I had placed the bricks, and stood him up for a moment's rest on the landing. The stranger anticipated early release. But not so, for Mr. Romaine twisted him around, for a fair start, got behind him and hurled him bodily down the stairs. And I am sure that all concerned in the Craft will appreciate how my juvenile faith in the best traditions of the Press was strengthened and widened, heartened and broadened as I saw and heard that large man go thumping down the office stair. It was a magnificent expression of the combined forces of energy and gravity. Side by side with this relation may I remark that such was the kindergarten of my initiation.

Passing of an Old Firm

Ontario Journal, Kitchener:—The recent amalgamation of the *Ontario Journal* and the *News Record*, brings to an end as a separate institution the firm of Rittinger & Motz, the oldest business organization of this city.

Founded in 1859 by Frederick Rittinger and John Motz, this firm bears an enviable record for the long period of sixty years. The two founders continued in business together without interruption until 1897, when Frederick Rittinger died. John Motz retired in 1899, was later appointed Sheriff and lived to a ripe old age, until the year 1911.

From 1899 on the business was in the hands of the sons of the founders, which continued until 1915, when John A. Rittinger passed away. In the last year a limited company was formed under the name Rittinger & Motz, Limited, and this organization has published the "Ontario Journal" until the present time.

Claim Cutting Off Old-Timers Is Hardship

What Reform of Ottawa Bureau Means

By T. M. FRASER, Ottawa

A BILL has been introduced into the House of Commons at the instance of the Civil Service Commission to amend the Printing and Stationery Act and provide for a certain amount of reorganization so as to better co-ordinate the work of the department. The bill, those affected by it will likely say, is not quite so innocent as it sounds. It is really the first step in cleaning out the Augean stables of nepotism and inefficiency which the Government printing bureau has so long represented.

The bureau has been under fire for a long time. It has been known to be heavily overmanned and a large proportion of its employees have been old men long past the age of efficient work. It had been a favorite dumping place where politicians put their favorites; and it was run so much on political lines that internal reform was difficult if not impossible.

Finally, during the rush of virtue induced by the war, and when under the Union Government an effort was being made to abolish political patronage, attention came around to the bureau. An investigation into the Department of Public Printing and Stationery was ordered, and three well-known newspaper proprietors and printers were appointed to do the work. They are: A. L. Lewis, of Southern Press, Limited; Eugene Tarte of La Patrie Publishing Company, Montreal; and E. F. Slack, of the Gazette Printing Company, Limited, Montreal. They reported great inefficiency and an overloaded staff, and made certain recommendations in the way of reductions and other changes.

CALLED IN FIRM OF EXPERTS

It was then decided to call in experts to continue the investigations and make definite proposals for reorganization. An American firm, Arthur Young & Co., described as "specialists in printing and other lines of industrial engineering work," furnished the experts needed to make the investigation, which they have been at for some months past. They have submitted reports covering organization, records, and procedure for the production, stationery and purchasing divisions; records and procedure for the distribution office; plan for determining qualifications of employees; and report regarding plant equipment, layout, and operating methods.

They summarize the reduction in cost of production which may be effected through adopting the recommendations. The decrease in the number of employees will be 403, which, figured on an average wage of $25 per week would mean a reduction in pay-roll of about half a million dollars a year. Besides the direct saving on wages there would certainly be an increase in efficiency, owing to the fact that a large proportion of the hands to be laid off are those who are too old to be able to do much work.

WHAT IT MEANS IN LAYOUT

The changes proposed in equipment and lay-out are extensive. The cost would be about as follows:

Cost of new machinery and other equipment	$163,000
Less proceeds from sale and exchange of old ditto	16,000
Net cost of new equipment	$147,000
Cost of moving and installing	10,000
Cost of passenger elevator and new receiving and shipping room	19,000
Total cost of changes in equipment and layout ...	$176,000

A further investment of $30,000 is recommended to handle the lithographic work, copper and zinc engraving, and electrotyping, which is now done by outside firms. Notwithstanding the large cost of the bureau, enormous amounts have been paid out for printing to firms in Ottawa and Montreal, which have proved very lucrative to them. It is estimated that nearly one million dollars' worth of work has been given out in the past two years which could have been handled in the bureau by the employment of a few thousand dollars' worth of special equipment. With the changes suggested, the amount which would have to be done outside would be negligible.

The total estimated gross annual saving would be over seven hundred thousand dollars. From this must be deducted whatever amount will need to be expended on retiring allowances for the older among the hands laid off.

The above recommendations and figures having been presented to the Civil Service Commission, they made certain recommendations to the Government which were adopted. They provided for new equipment and changes amounting to about $275,000; for a supervisor or co-ordinator to be appointed; and for the reduction of staff as above indicated.

HARD ON THE OLD TIMERS

The Typographical Union does not regard the plan with favor, so far as laying off of the staff is concerned, if those who are let go are to be given only a gratuity and not a pension. In a statement made by J. K. Peffers, secretary of the International Typographical Union, he says:

"If it is the intention of the Government to hand each one slated for dismissal, say, one year's salary, which it might look upon as very generous, that would amount to allowing a man to hold his position for another year, and then turning him out of his job with nothing. Of the 1,300 employees in the bureau, there are approximately eleven per cent. over the age of sixty-five. If the age limit is set at sixty years, the percentage will be so much greater. The usefulness of many of these employees is no doubt past; but there should be some system of pensions adopted to keep them from want."

He suggested a system similar to that of the typographical union. There is said to be only a small percentage of the men at the bureau who will receive union pensions.

Where the Bull Comes In

Toronto *Star*:—That was a fine sob story about the soon-to-be-destroyed and aged buffalo bull, who for years has been monarch at High Park, and who, when presented to the city, was "a magnificent brute, then in the full vigor of his prime and clad with rippling muscles." But, alas, for romance! The bull, already aged, was presented to the city no longer ago than 1917.

Chas. Phillips, city editor of the New York *Times*, has been appointed to the faculty of Columbian University School of Journalism as associate professor of journalism, it was announced to-night. Several other New York newspaper men were added to the instructing staff and to the advisory board.

The advertising manager of the Baltimore *News* was quick to take advantage of the situation brought about by the tie-up of New York magazines. Frank D. Webb, who has charge of advertising on the *News*, wired the A. McKim Agency suggesting that as far as Baltimore was concerned, they should follow out their magazine schedules by using news and heading advertisements, stating that they were to have appeared in such and such magazines.

Results of the Big Strike in New York City

Magazines Appear Without Any Set Matter

ON THIS page is given a reproduction of a page from the *Literary Digest*, the first paper in New York to come out in spite of the strike of its compositors. Since then the process has been perfected in many details, particularly in the matter of maintaining a proper register on the right hand end of the line.

The Association of Employing Printers announce that a large number of magazines will shortly make their appearance. Among them are:—*Vogue, Vanity Fair, Century, Life, McClure's, Judge, Leslie's, Cosmopolitan, Collier's, Harper's Bazaar, Good Housekeeping, Forum, Metropolitan, Dial, Dramatic Mirror, Survey, North American Review, Motion Picture News, Motor World, Mining and Engineering Journal, Printers' Ink, Musical Trades, Paper Trade Journal, Tobacco, American Exporter, Electric Railway Journal, Weekly Underwriter, Nation's Business, Film Fun, Fruit Dispatch, Mechanical Engineering and Municipal Journal.*

While these magazines are being produced by the ordinary method in distant plants, six publications will be printed here by the use of plates photographed from the original typewritten sheets. These are: *Literary Digest, Scientific American, Magneto Bulletin, New Success, Independent, Musical Courier*, and *American Machinist*, the last being a publication of more than 500 pages. The *Dry Goods Economist* and several other trade papers are being mimeographed.

Much of this work has left New York for good.

The New York strike has set thinkers to work to find out some way of getting away from type composition, and the statements and claims made are interesting. Perfection of a process which will take the place of printing and engraving, was predicted, as a direct result of labor difficulties in the publishing business, by Roger W. Allen, former president of the New York Business Publishers' Association, while John Adams Thayer, of the Periodical Publishers' Association predicted that new machinery would soon do away with all type composition.

Inventors have been busy on new devices and combining the uses of old ones, said Mr. Allen. The magazines will not look, to the uninitiated, particularly different from issues formerly produced, he added.

"'The vacations' indulged in by the compositors have brought to light certain automatic typographic machines which do away with all type composition," said Mr. Thayer. "Many hundred patents involving this process, called 'planographic printing,' have been obtained, and millions of dollars have been spent in experiments."

Mr. Thayer said that the new process gives greater speed, as both sides of the paper may be printed at once. A saving of from 30 to 50 per cent. of the average cost of printing will be effected by the planographic method, it is estimated.

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lowed throughout the country, would lead to the bloodiest upheaval in all history, an upheaval in which they would be the first to pay the last price that men can pay for social sins.

"It is a striking fact that it is the 'radical' unions and Socialist organizations, together with some 'liberal' magazines, which today stand almost alone in defense of intelligent and civilized methods of dealing with the problems of the hour. Instead of abolishing the restrictions on free assemblage and discussions, instead of allowing the masses to express their wishes and wants through organized effort,

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THE FLAW!

----Cassel in the Cincinnati Commercial Tribune

refuge is sought in terrorism, illegal suppression and organized violence. The reaction is losing its head -- and the New York "Commercial." Against the "red" campaign of evil "there must be organized one of devotion and patriotism," declares the Los Angeles "Times," which goes on to say:

"We must set backfires of intelligence and patriotism. Thrift and industry must combine to fight their own battles. Against the forces of confiscation must be arrayed those of production. They of small incomes and small holdings, humble homes and small bank accounts, must not expect the so-called wealthy classes to fight for them. For not one person in a thousand is in the capitalist class, while half the producers of the country own something which the Reds through their machinations are seeking to confiscate. If anarchy were to prevail for a time, it is the persons of small incomes and the owners of single holdings who would suffer most. The very rich would be able to step across some convenient national boundary where their personal comfort would not be seriously affected. But the ones who would be hit hardest are those who have acquired through industry and thrift a small competence, a little home, a nest egg in the savings bank, who would see the savings of a lifetime swallowed in a whirlpool of Bolshevism--these would pay the penalty of their thrift and industry, while the bestial and criminally inclined would hold high carnival.

"It is during crises like the present that great civilizations in the past have disappeared."

EFFECTS OF THE PRINTERS' STRIKE

THE AGONIZING MENTAL SUSPENSE which magazine readers in general, and serial novel readers in particular, must suffer because of the printers' strike in New York, is pityingly commented upon by a facetious editorial writer, who regrets that the hero will be locked in a death grapple with the villain, while the beautiful Sylvia looks on, for several weeks longer than usual; the brave and unsophisticated country girl, battling with the vicissitudes of life in the great and wicked city, will still be undecided as to whether she should marry the rich clubman and be assured of a life of leisure. And so forth.

THE OTHER PUBLISHERS' BUSINESS

Special Advertising, Circulation and Editorial Plans

The Kingston *Standard,* at the extreme age of 110 years, was able to come out with an edition of 384 columns. The edition, apart from pointing out what a fine place Kingston is now, harks back in the main part 80, 90 and 110 years for material, and has found a very large quantity of it. The issue has exceptional historical value.

The Manitoba Market

The promotion department of the Winnipeg *Free Press* has turned out a strictly high-class piece of work in the way of a reference book, giving a very large amount of information about the buying and marketing possibilities of Manitoba. For the national advertisers on the agency, the information will be particularly useful, as it is compiled to answer any of the numerous and varied questions usually asked before sanctioning an appropriation in any particular district. Attention is called, for instance, to the wealth and buying power of the people, to the fact that 58 per cent. of the population were born in Canada, and to the feature that the wealth of the Province is based on that very stable industry, agriculture.

The attention that the *Free Press* has given for years to crop reports and surveys is also emphasized, and it is well worth mentioning on account of the national attention that survey has always attracted.

Toward the end of the book the *Free Press* points to the features in its various editions.

The cover design, which is reproduced here, is clever and artistic. In fact the whole work has been carefully prepared and exceptionally well executed.

Midland Counties Press Association

The semi-annual meeting of the Midland Counties Press Association met in the Council Chamber, Cobourg. Mr. Charles M. Mundy, president, was in the chair, and Mr. D. D. C. Dawe, Peterboro, was secretary. It is agreed that it was one of the best meetings yet held.

Among those present were: Messrs. J. O. Herrity, Belleville *Daily Ontario;* George H. Wilson, Roy Wilson, Lindsay *Daily Post;* D. D. C. Dawe, Peterboro *Daily Examiner;* A. R. Alloway, C. M. Mundy, Oshawa *Reformer;* Graydon M. Goodfellow, Whitby *Gazette-Chronicle;* J. C. Keefer, Harland Keefer, Norwood *Register;* C. P. Doughty, Hastings *Star;* Franklin C. Lapp, Cobourg *World;* Leslie W. Wilson, Cobourg *Sentinel-Star;* H. S. Keyes, Colborne *Express;* M. A. James, the James Papers, Bowmanville.

There was a discussion on the necessity for a revision of the price list in use in the district owing to the very great advances since its adoption in the cost of all classes of papers, ink, type and labor. Messrs. Dawe, Leslie Wilson, B. C. Colpus, George W. James, H. S. Keyes, G. M. Goodfellow and C. P. Doughty were appointed a standing committee on prices.

With a view to introducing more uniform advertising rates in weekly papers, based on their respective circulations, Messrs. Alloway, George H. Wilson, Harland Keefer, L. T. Lancaster (Havelock), and R. M. Glover (Peterboro), were appointed a committee to draft an adequate scale.

Mr. Leslie Wilson gave an instance of the great variety in prices charged for advertising. He sent a ten-line advertisement, "Farm for Sale," to several local papers, and charges ran from 75 cents to $1.80, and the paper that he thought of least value charged the highest rate. A uniform scale is badly needed, in his opinion.

Mr. A. R. Alloway, now editor of the *Ontario Semi-Weekly Reformer,* Oshawa, gave a capital address on "The Making of a Weekly Newspaper." The editorial and local news departments, he said, give a newspaper a proper foundation. These must receive the very best attention if a paper is to have the influence it should in a community. The news service should include every local item fit to print, leaving the world news to the city dailies. He advised illustrations of county and local public men and others who distinguish themselves. Also write-ups of persons, farms and institutions. Make every page of a local paper interesting. Would publish only very good serial stories. Mr. Alloway was heartily thanked for his practical and able address.

Mr. M. W. G. Purser, of Port Hope, having died since the last meeting, the president was deputed to send a suitable letter of condolence to his mother, Mrs. John Purser, Cobourg.

Niagara Falls *Review* Anniversary

The *Evening Review* of Niagara Falls is 40 years old, and to celebrate the event F. H. Leslie brought out an anniversary number. It dealt largely with early newspaper days, to which Mr. Leslie, himself, contributes a story of how he taught school for $340 a year, and now shoulders a pay roll of $500 per week. All said and done, the experience of Mr. Leslie shows what hard work and foresight will accomplish. Former publishers of the paper also tell of the experience of days long since passed and gone.

Printers' Ink shows the volume of advertising carried by the general monthly magazines in North America. The figures show a Canadian publication leading:—

MACLEAN'S	38,658	Century	17,362
Red Book	32,428	Hearst's	16,845
Cosmopolitan	32,306	Photoplay	16,054
Review of Reviews	34,903	Motion Picture	16,053
World's Work	26,509	Everybody's	12,040
Harper's	24,696	Boy's Life	9,456
McClure's	23,755	St. Nicholas	8,344
Metropolitan	23,180	Boys' Magazine	7,580
Atlantic Monthly	22,407	Munsey's	6,746
Scribner's	21,947	Bookman	4,462
American Boy	20,765	Wide World	4,300
Sunset	19,195	Current Opinion	3,005

Unfortunately "Printers' Ink" is held up by the printers' strike in New York, so we cannot give the October figures of the other magazines, but MACLEAN'S October issue broke all previous records and carried over 45,000 lines of advertising.

Edmonton *Bulletin* has a nice page of "Come to Edmonton Free" business. Merchants group to refund fares in a distance shown on a map where purchases amount to $30 or over. Cards displayed in the windows tell the shoppers where the tickets are to be arranged for. A central downtown office attended to the transportation end of the event.

The Sherbrooke *Daily Record* is doing promotion work in the form of the Red Link Magazine. It is a combination boost, on a fifty-fifty basis between the city and the *Record*. It has four well-prepared pages, one of which shows a smart bit of work done by the *Record* in a Victory Loan special.

The *Border Cities Star* in the two weeks previous to election carried 60,000 lines of political and referendum advertising. This, too, was carried at the transient rate. It creates a local landmark.

Changes at Saskatoon *Phoenix*

With the controlling interest in the Northern Publishing Co., Ltd., publishers of the Saskatoon *Phoenix*, held since July by the Leader Publishing Co., Ltd., publishers of the Regina *Morning Leader*, the *Phoenix* has during the past three months shown very marked improvement. A thorough reorganization of the business and editorial staffs has been effected with the best possible results. Burford Hooke, managing director of the Leader Publishing Co., Ltd., is likewise managing director of the Northern Publishing Co., Ltd., while J. G. McGall, for six years accountant and office manager with the *Leader*, has been appointed business manager of the Phoenix. Among the changes made in the editorial department are the appointment of J. T. Hull as managing editor, with W. F. Dyer, recently with the Winnipeg *Tribune*, filling the position of news editor.

The Moose Jaw *Times* used the alphabetical index idea to gather up a page of classified advertising. Some of the letters are not represented, while others have three or four repeaters. Altogether the alphabet has 32 representatives. Of course the ad.-man was not going to draw the line at 26.

The Winnipeg *Free Press* is getting out a business directory, which will be published first in the paper and later on in book form.

Mr. D. Black, advertising manager of the Chatham *Planet*, and prior to that overseas and with the Regina *Post*, has worked out a novel and successful catalogue for Chatham merchants. The book runs 56 pages and cover. It is for the conveniences of those who cannot get to the city to shop, and announces arrangements for handling mail orders. Apparently, the merchants took kindly to the idea. One firm alone takes up 22 pages.

Henry Mills Alden, editor of *Harper's Magazine* since 1869, died at his home in New York after a long illness. He was 82 years old.

Mr. J. A. MacLarin, of the Barrie *Examiner*, sends the following. It is an unsolicited testimonial regarding the value of local paper when compared to bill boards:

"The management of the Grand Opera House, Barrie, discontinued the use of the bill boards on the streets a year ago, and have been using instead additional newspaper space which we find much more effective, business now being better than ever. Patrons of our theatre have become accustomed to getting the news of the attractions through the newspaper and we have no intention of reverting to bill board advertising."

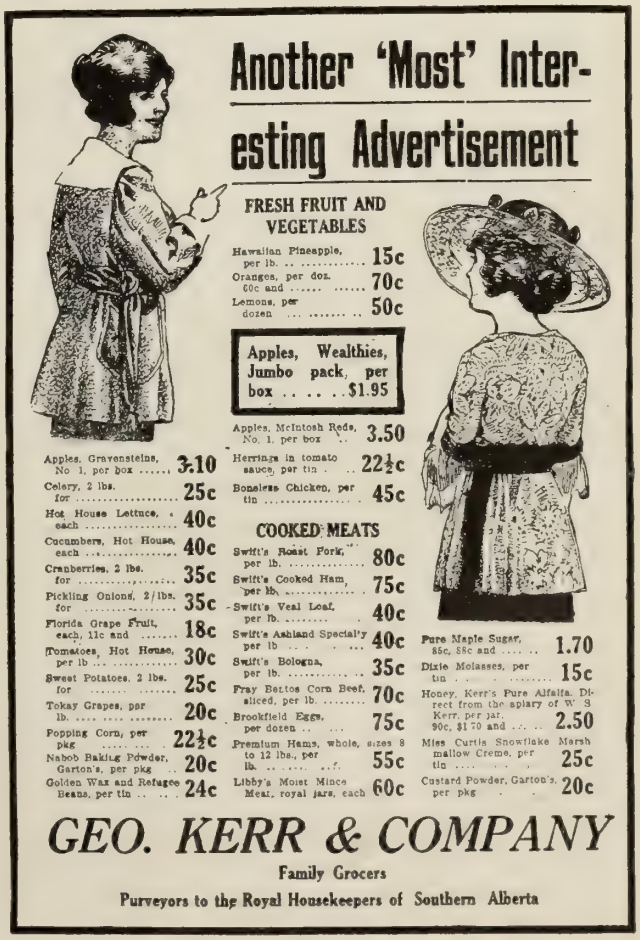
(Signed) John Powell, Jr.,

The Lethbridge *Herald* had a contest some weeks ago, the idea of which was to get the women readers to write, telling which advertisement in the paper had the greatest appeal for them and why. The contest was won by Geo. Kerr and Company, grocers and provision dealers. Probably this is one of the best tests that can be put to an ad. If the people read it, if they are able to sit down and write their reasons for so doing, and explaining why they consider it good reading matter as well as good advertising—what more can be asked?

PRINTER AND PUBLISHER has picked at random one of the Geo. Kerr and Co. ads., on the assumption that this store would at all times have interesting matter in their space.

Now what is in this ad? Typographically it has faults, but there are features that offset this because they are attractive. The two cuts are certainly an unusual feature in a grocery ad., but they play their part here to advantage. The cuts are not of the freak sort. Rather are they wholesome and attractive.

Apart from that there is nothing but the giving of items with the prices displayed with a two-line letter. In fact the store does not even announce a special reduction in any line, simply putting down certain staples and announcing the price.



Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

Vol. 28 PRINTED AT TORONTO, NOV., 1919 No. 11

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Excursion Publicity Is No Good

THERE is an agitation being carried on by some of the papers in the Maritime Provinces, to bring an excursion party of United States journalists through that country in the near future. It was done in the West, therefore, why not in the East?

That seems to be the line of reasoning that is used in bolstering up the case for the entertaining of the tourists, whereas the real newspaper argument should be that the West made a mistake that the East should avoid.

Newspapers of all agencies should seek to avoid the "puff" business. They should discourage it. They should make no friends with those who use it. These excursionists are to have a trip through the East. They will be entertained at the expense of the cities and towns and Government. When they go back they will feel under obligation to say something about the country and the way in which they were carted and lunched, and presto, the country is being advertised in a foreign land. People reading this will immediately think it is a land of good times and free lunches. They will pack up and come hence.

Now that sounds ridiculous, but it is approximately correct.

There are American publications of the better class that are trying to place before their readers the real state of affairs in Canada. They are devoting a large number of pages in special Canadian editions to printing articles about Canada, showing our national aspirations, our hopes, our purposes, our difficulties and our triumphs. Why are they doing this? For the purpose of the big interests? For annexationist propaganda? For commercial reason to secure Canadian advertising? We believe the answer to all these question is plain "No." They are doing it in order that the American nation shall have a true conception and appreciation of their northern neighbors.

Take, for instance, the New York *Sun*. The Munsey publications have shown a real interest in Canada. The *Sun* gets in touch with some of the biggest men in this country, men who never thought of annexation, men who have nothing to sell, and from them it secures statements and articles showing in a broad way the true feeling of Canadians, and gives them a wonderful opportunity to address a very large American audience through a medium that commands respect on both sides of the line.

Now when there are papers—and the *Sun* is only one of several—that are seriously trying, from an altruistic motive, to give American readers a real view of the real Canada, what is the sense of bothering with a train load of excursionists, the great majority of whom are out for a trip and a good time?

Newspapers should be the last mediums to hold up their hands and shout for an excursion party in the hope of culling from the aftermath a few complimentary reading notices. Newspapers have suffered more than any other business from the complimentary reader. Why, then, have they any excuse in looking for it?

As pointed out in the last edition of PRINTER AND PUBLISHER, Canada needs publicity, but she also needs to be spared the publicity that follows in the wake of the joyrider. Canada has a great proposition to advertise, and United States has some great mediums in which to advertise. The logical course and the reasonable thing to do is to use display advertising in those mediums that our nations advertising advisers think suitable. But get away quickly from the knot-hole conception that worth-while publicity is to be secured by gathering together a collection of good, bad and indifferent mediums, toting their representatives around for a week or so, and then depending on the results to place our great national wealth and resources before the people of United States. Nonsense and rubbish describe such ideas of publicity. We have a great proposition to advertise. Let us go about it in a dignified and sane manner.

An Unfair Practice

AVOID this man. He comes around and asks you to estimate on a job in order that he may check up the price he has been paying. In other words, he wants your figures for a club to batter down the price charged by some competitor.

You do not know the conditions under which the job was done. It may have been a rush job on which he had to pay overtime. There may have been a number of corrections to make that were the fault of the author, and not the printer. Your price, under similar conditions, might be quite different from the price you would sit down and estimate in the ordinary way.

Requests are frequently sent to PRINTER AND PUBLISHER for figures on certain jobs from people outside the trade entirely. Unless all the circumstances are known here, such prices are never given, as it is invariably for the purpose of finding out from an outside source whether the local printer is getting too much for his work.

When printers ask for this information, we try to give it, as we often find they want the information to substantiate figures of their own that have been attacked, or it may be they are new in the business and want to get a safe working basis from which to estimate.

Even at its best, giving figures for work in smaller Ontario or Dominion places, based on conditions as they exist in Toronto, is rather unsatisfactory. We do not know local conditions, wages, hours, equipment, etc.

The man who asks this paper or any printer for a price on a job, simply for the purpose of checking up what he has been charged, should be prepared to pay for the service rendered. And even if he does consent to pay, the party making the estimate should be placed in possession of all the facts of the cases. Otherwise it is not a difficult matter to arrive at a figure that may cause considerable embarrassment and trouble to a printer who has charged only a fair price for a very vexatious piece of work.

The Question of Apprentices

ADDRESSING the meeting of the United States Typothetae, William Green, first vice-president and chairman of the Executive Committee, brought out some facts regarding the apprenticeship question that are well worthy of note. Mr. Green said in part:—

"Speaking of being too busy brings me to the important question of the shortage of printing help throughout the printing industry. A recent survey of the apprenticeship question taken by the membership of the Franklin Typothetae of Chicago, showed that Chicago members were not availing themselves of more than one-third of the apprentices to which they were entitled under their wage agreements. The general disposition of the average printer has been to "Let George do it," let the other fellow train the apprentice and then when he is worth something, try to steal him by higher wage inducements. Gentlemen, you must wake up to the seriousness of this apprenticeship question. You must train more apprentices or continue to be shorter and shorter of workmen till their number reaches the vanishing point. The Chicago survey shows by recognized mortality tables that if apprentices are trained at no greater rate than that present, there will in 43 years be not a single printing trades craftman in existence. And, by the way, we have been talking a lot about the Code of Ethics. Just freshen up on that paragraph in the Code of Ethics touching on and appertaining to stealing workmen from your competitors."

Time was, and not so very far away either, when the proprietor of the weekly paper used to send word to the principal of the schools that there was an opening for a boy from the senior fourth class, or the junior forms in the high school. There was very little trouble then in securing good apprentices, who had a fair knowledge of reading, spelling, history and composition.

But now? There are offices in Ontario towns where a handy man does the chores. There are no apprentices in these places. It's a sort of a sad look-out for days to come, but it is a fact.

To the old printer the thought of a print-shop minus the devil, must be sad. The traditions of the trade are suffering sadly.

There are offices who say bluntly they cannot be bothered with apprentices. Such offices are trying to take the poor position that they can live to themselves. They are willing to hire the finished product, but not willing to train the apprentice, nor make a serious effort to secure him.

There is need of a serious, concerted effort in Canada, especially in the smaller centres, to take on more apprentices. The trade suffers little now when compared with other trades for wages, working conditions and steady employment. Were these facts brought to the notice of the boys of the community it should not be a hard matter to get apprentices.

But remember—do not take on an apprentice unless you have something to teach him. If it is only a chore boy you want, say so, and do not waste the time of any lad who seriously wants to learn a trade.

The High Cost of Engraving

"The engraving business is coming to this, that in a very short time the man who wants to buy engravings of any kind, or even zincs, will have to have quite a bit of money to foot the bill."

That is the way in which the manager of one of the Toronto engraving plants put the matter up to PRINTER AND PUBLISHER, when a reference was made to the prices that were being charged now for work. In 1917, for instance, the minimum for half tones was $2, and not so very far before that it was around the $1 mark. The lists that came out in July of 1918, brought the price up to $3, while now the minimum for half tones is $3.50. Other prices have kept step with this, and we mention the half tone here because it is the picture most commonly called for by the publishers in general who have occasion to send their work out.

"The photo engravers and all the trades represented in the business are asking for more money all the time," this manager explained, "and there seems to be no way of holding them down to any agreement we make with them. They do not call it a strike, but it amounts to much the same thing when they come in three of four at a time and tell you they are going to be through at the end of the week because they are not making enough money to keep themselves and families. If you are going to stay in business, what have you got to do? Simply pay the increase and then go ahead and collect it on the work they produce. The scale for New York is going up again soon and the working time is going to be shortened, and it will not be long before that has its effect in this country."

"Where will it lead to?" asked PRINTER AND PUBLISHER.

"As far as I can see," answered our informant, "it will come to this: Engravings of all kinds will get to be such a price that the demand for them will fall off. I do not believe that the trade in general can continue to absorb all the increases that are being heaped upon it I know it is not a pleasant thing from our point of view to have to go to our customers every few months and tell them that the price lists they have been working and estimating from have been discarded and a new one drawn up in their place. but there is no other way out. It was a great deal more pleasant doing business when prices were not so stiff as now, and the prospect of having to secure further advances to meet mounting costs is not a pleasant one. But these are facts and we have to face them."

Nothing Slow About This

To the list of novel experiences that have overtaken Cornelius Vanderbilt, Jr., during his brief career as a cub reporter on the New York *Herald*, has been added the doubtful distinction of being "beaten" on his own engagement announcement.

The only son of Cornelius Vanderbilt was perusing the first page of a rival publication on Friday when he saw a two-column headline that caused him to gasp.

"Cornelius Vanderbilt, Jr., is engaged to wed sister of Martin W. Littleton," it read.

Then followed details of his engagement to Miss Rachel Littleton, a half-sister of the lawyer and Democratic leader who nominated Judge Alton B. Parker for the Presidency in 1904.

Young Vanderbilt forgot the interest that the fiance usually finds in such an announcement in the chagrin of the reporter who finds that he has been "beaten" on news actually in his possession. But, in defense of his journalistic ability, it may be said that he was the victim of a bit of newspaper enterprise that might have taken in a more experienced reporter.

He was about to retire Thursday evening when the telephone bell rang and a businesslike voice asked:

"This is the night desk. How're we to use that engagement announcement of yours?"

"Why, I left that with the managing editor, you know," said Vanderbilt thinking he was talking to the night city editor of the paper upon whose staff he was employed. "He was going to hold that announcement until later."

The man at the other end of the wire laughed. He could not conceal his triumph at the ruse that had succeeded.

"Thanks," he said. "This is the *Times* talking. I just wanted to make sure that our tip was straight. You have kindly verified it."

Mr. J. B. Hazen, for several years in charge of the Merchandising Service Department of the Hearst newspapers in Boston, and more recently with *MacLean's Magazine*, Toronto, Canada, has become associated with the Hamilton Advertisers' Agency, Hamilton, Canada. Mr. Hazen will devote his time to trade investigations and merchandising plans.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers

By H. A. Nicholson, Manager Printer and Publisher

THERE is still a widespread belief among printers, as well as laymen, that the only way to produce an effective advertisement is to use plenty of bold, black type. This is a delusion. Advertising men of long experience who have carefully checked up results are, as a general rule, exponents of refined effects. They have learned that an advertisement has its complexities and requires nice discrimination as to the selection of type, coupled with careful judgment of the important features to be "played up."

In voicing his objection to loud display a prominent advertising man once said: "The object of advertisers of the 'biggest and blackest' school seems to be more bloodthirsty in intent—to cudgel and stun the peaceful reader into an appreciation of their wares. Advertisements based on such principles are blatant and repulsive, and defeat their own ends. They annoy where a judicious restraint would not only strike the eye but appeal to the intellect and carry conviction as well."

Good advertisement effects are gained by contrast tempered by judgment; by the use of large and small types; by harmony in the selection of type faces; by giving the type breathing room through the introduction of white space; by grouping of units; by balance and other principles of correct display, which every full-fledged compositor should have knowledge of.

While the crudities of an early day are gradually disappearing, and are being replaced by a better appreciation of the proper fitness of things, there are still a lot of advertisements being put into type that go wide of the mark as examples of effective typography. It is not from a standpoint of over-display that these advertisements are always open to criticism either. Poor judgment is frequently exhibited in playing up the features of the message. In fact, the general construction of these ads. exhibit a deliberate slight against the recognized principles of display.

While advertising is not, and probably never will be, an exact science, there are certain broad principles to be adhered to, and if these are violated, of course, the best results can hardly be expected.

Reset Ads.

Now let us consider the advertisements selected for criticism on the following pages. Each of these displays were chosen for reset purposes on the ground that they possess one or more faults which handicap them in their effectiveness.

Advertisement No. 1—Here is a set-up that signifies average display. While it will pass muster it might have been improved in style by setting the various parts so that white space could be introduced to make them stand out in units. "Grouping" and "white space" is one of the great secrets of effective display!

Our reset shows a radical change. It is not the only way the ad. might have been set, but it presents a style that is more attractive than the original and permits the message to be easily grasped.

Advertisement No. 2—A good deal might be said in favor of this display, but it serves to illustrate a fault of many advertisements, which is our reason for selecting it for criticism here. The feature of the ad. is Potatoes at $2.00 per bag. What an attention-compelling headline could be made of this! Probably the advertiser asked for the word "Attention" to be displayed, but no doubt the compositor would have been justified in making a subhead at least of the main feature—Potatoes at $2.00 per bag. Better still if the word attention were dropped altogether; but this is a liberty that can only be taken where there is no close co operation between compositor and advertiser.

Advertiser No. 3—It has been pointed out that it does does not require "sledge-hammer" blows with type to pound a message home, but the compositor responsible for this production evidently fails to see it that way. The advertisement, though fairly-well set in some particulars, has too many large, bold lines for the size of the space.

There are advertisements that particularly demand graceful treatment. The average restaurant advertisement belongs to that class.

Our reset shows something more appropriate and tasteful.

Advertisement No. 4—There seems to be a fallacy existing in many newspaper composing rooms that a nonpareil, or at the most a pica, is the standard space to be used between type and border of all advertisements. The advertisement under discussion has evidently suffered through this practice. White space has been used with good intent at the top and bottom and between the various groups of type matter, but an inconsistency has been created by having the matter hug the border at the sides. Thus maximum display was not achieved.

The fault referred to has been overcome in our reset and the change easily shows the benefit of using white space with consistency. In the reset the heading has also been made more effective by subduing the word "Madame." Thus the main display, "Your Eyes," is enabled to stand out stronger by virtue of contrast.

Advertisement No. 5—The text is difficult to read. It is set in solid mass, a style which repels the eye at first glance; set in smaller type with at least a pica between the items would have made the matter more readable, but if it were set in two columns it would still be more readable.

Prices are of great importance and should be generally played up. Our reset ad. shows the text matter in two columns and the prices set in black face type of the same size as the rest of the matter; even double size type for the prices would not be out of the way.

The continuity of the statement at the top of this ad. is interruped by a cut-off rule. This is unquestionably a bad fault as it serves no purpose.

It will be seen that the introductory matter in the reset is underlined, likewise the last part of the text. While underlining is a practice not to be broadly advocated there are instances when they may be used judiciously. In this case it gives tone to the general effect.

It may also be noted in the reset that the introductory matter has been changed from the original, by omitting some superfluous words. This is a dangerous practice, but in this case no intelligent advertiser would complain. He would welcome such liberty with his copy.

A multiplicity of problems constantly present themselves to the advertisement compositor; he must necessarily exercise the faculties of the mind to no little extent,, and draw on a fund of typesetting experience in order to solve them. A printer, to make a good advertisement compositor should, therefore, read and study the works of good authors on the art and practice of typography. He should read the various trade papers regularly, and on every occasion when he sees an advertisement that appeals to him as a good example of display, he should examine its construction and satisfy himself as to the reason of its attractiveness.

FALL UNDERWEAR

Large Stock Various Prices

FOR MEN AND BOYS

Combinations in
Light Wool
Heavy Wool
Wool Mixtures
Fleece Lined

The same variety in Two-Piece Suits.

Big Variety of Hosiery

This is the season for a change in these lines. See our stock and compare prices.

A. L. RAFUSE

BRIDGEWATER, N.S.

The Store for Men and Boys

Formerly known as Hubley's Store No. 2.

Advertisement No. 1—From the Bulletin, Bridgewater, N.S.

Attention!

We are getting a Car of Potatoes in. No 1, 91 lbs, in every bag We are taking orders to be delivered from the car, Per bag $2.00

We also have Dry Goods, Boots, Shoes and Rubbers at Reasonable prices. Before buying elsewhere call and see what you can get for your Money at

Gluckstein & Co.

James Street

Advertisement No. 2—From the North Star, Parry Sound, Ont.

If You

want a good

Meal or Lunch

All Home Cooking
Call at

BLANCH'S Restaurant

ICE CREAM
Sold by Pint, Quart or Brick
Fruit and Confectionery
of all Kinds.

Advertisement No. 3—From the Daily News, Amhurst, N.S

MADAME---

YOUR EYES!

Are they becoming weak—watery? Are you troubled with headaches when you read or sew.

Why Trifle With Them?

Your eyesight is too important—in is only too easily lost—to neglect when the first signs of weakness appear.

Decide now, come in tomorrow and have your eyes examined. We give expert advice, and guarantee to give you every satisfaction.

H. R. CROCKETT
JEWELER
SUMMERSIDE

Advertisement No. 4—From the Journal, Summerside, P.E.I.

FALL UNDERWEAR

FOR MEN AND BOYS

Combinations in Light Wool, Heavy Wool, Wool Mixtures, Fleece Lined.

The same variety in two-piece suits.

LARGE STOCK *VARIOUS PRICES*

Big Variety of HOSIERY

This is the season for a change in these lines—see our stock and compare prices.

A. L. RAFUSE
Bridgewater, N.S.

"The Store for Men and Boys"
Formerly known as Hubley's Store No. 2.

Reset ad. No. 1 — Actual size of original.

Attention!

Potatoes
$2.00
Per Bag

WE are getting a Car of potatoes in. No. 1, 91 lbs. in every bag. We are taking orders to be delivered from the car, per bag $2.00

We also have DRY GOODS, BOOTS, SHOES and RUBBERS at reasonable prices. Before buying elsewhere call and see what you can get for your money at

Gluckstein & Co.

James Street

Reset ad. No. 2 — Actual size of original.

If You Want a

Good Meal

or

Lunch

Call at

BLANCH'S

Restaurant

—

Ice Cream!

Sold by Pint, Quart or Brick

Fruit and Confectionery of all kinds

Reset ad. No. 3—
Actual size of original.

Madame —

Your Eyes!

Are they becoming weak, watery? Are you troubled with headaches when you read or sew?

Why Trifle With Them?

Your eyesight is too important, and is only too easily lost, to neglect when the first signs of weakness appear.

Decide now. Come tomorrow and have your eyes examined.

We give expert advice and guarantee to give you every satisfaction.

H. R. Crockett

Jeweler

Summerside

Reset ad. No. 4—
Actual size of original.

We Welcome a Comparison

Of the following prices with those you pay elsewhere. Look over this list of prices and be convinced that it pays to deal in Niagara when in need of General Dry Goods, Gent's Furnishings, etc.

28 inch Flannelette good quality assorted stripe pattern .....30c yard

36 inch Flannelette all good quality ....35c yard

Bed Comforters 72 inches square covered with a good quality sateen .....$5.00 each

Fancy Bath Mats colors of white and pink 40x23 for .....$1.25 each

Largest size flannelette blankets, white or grey, with pink or blue borders, best quality...$4.00 pair

Men's good everyday trousers, all sizes, 32 to 44 waist, made of good materials and well made .....$3.50 to $5.00 pair

Men's heavy fleece lined underwear, vests and drawers, all sizes .....$1.00 per garment

Men's slickers, sizes 42 to 44 only. Just the thing for wet fall days .....$8.00 each

Men's grey flannel work shirts with collar attached, extra good quality flannel, only. $1.50 each

We still have some stock of men's dress shirts at the old price of .....$1.25 each

Ladies' house dresses made of the best quality percales, all sizes, neatly trimmed for $1.65, $2.00, $2.25, $2.50.

What floor oilcloth we have left we are clearing out at 65c square yard. Get a 2 yard square to put under your stove and save the carpet this winter.

27 inch dark green velveteen would make up nicely for any purpose .....75c yard

White table damask, 58 inch wide, worth much more to-day than we are asking, only.....65c yard

This only gives you a slight idea of the low-priced merchandise we carry, but will serve to show that prices in Niagara are just as reasonable as anywhere.

C. W. INKSATER

At Your Service

Advertisement No. 5—From the Advertiser, Niagara-on-the-Lake.

Reset Advertisement No. 5 —Actual size of original.

We Welcome a Comparison of Prices

With Those You Pay Elsewhere

Look over this list of prices and be convinced that it pays to deal in Niagara when in need of General Dry Goods or Gent's Furnishings.

28-inch Flannelette, good quality, assorted striped pattern.....**30c yard**

36-inch Flannelette, all good quality.....**35c yard**

Bed Comforters, 72 inches square, covered with a good quality sateen, **$5.00 each**

Fancy Bath Mats, colors of White and Pink, 40x23, for ..... **$1.25 each**

Largest size flanelette blankets, white or grey, with pink or blue borders, best quality....**$4.00 pair**

Men's good everyday trousers, all sizes, 32 to 44 waist, made of good materials and well made. .....**$3.50 to $5.00 pair**

Men's heavy fleece-lined underwear, Vests and Drawers, all sizes. ....**$1.00 per garment**

Men's slickers, size 42 to 44 only. Just the thing for wet fall days...**$8.00 each**

Men's grey flannel work shirts with collar attached, extra good quality flannel, only.....**$1.50 each**

We still have some stock of men's dress shirts at the old price of....**$1.25 each**

Ladies' house dresses, made of the best quality percales, all sizes, neatly trimmed, for **$1.65, $2.00, $2.25, $2.50.**

What floor oilcloth we have left we are clearing out at 65c square yard. Get a 2-yard square to put under your stove and save the carpet this winter.

27-inch dark green velveteen would make up nicely for any purpose, **75c yard**

White table damask, 58-inches wide, worth much more to-day than we are asking, only.....**65c yard**

This only gives you a slight idea of the low-priced merchandise we carry, but will serve to show that prices in Niagara are just as reasonable as anywhere.

C. W. INKSATER

At Your Service

Press Association Meeting Nov. 27 and 28

Reorganization the Centre of Discussion

THE 61st Annual Meeting of Canadian Press Association, Inc., which was to have been held on June 5th and 6th but had to be postponed, will be held in the King Edward Hotel, Toronto, on Thursday and Friday, November 27th and 28th, 1919.

The arrangement of sessions and the general programme will be practically as arranged for the meeting that was to have been held in June. There will be, naturally, minor changes in some of the details.

The interest still centres in the proposed reorganization of the Association. The matter will be brought up, in the form of an amendment, by Mr. M. R. Jennings of Edmonton, as follows:

"That the Association be dissolved and its charter surrendered, or that the present by-laws be repealed and new by-laws be enacted to provide for its continuance as a general association with nominal membership fees, and without paid officers or staff."

A number of the weekly men have been discussing the programme as they reckon it will work out. One of them, writing to PRINTER AND PUBLISHER, remarks: "I know that the weeklies stand pat on the matter of separation. We are quite agreed that the dailies should go ahead and pull out. But we have a notion that the daily section will not be so keen now on separation as they appeared a few months ago. The weekly men believe that separation would be to their interests, although they might not want a complete cutting off."

Another weekly publisher has similar views, claiming that the dailies will find it impossible to form an association. "The papers in the East, for instance," he writes, "are not favorable to the Toronto dailies. They do not like their attitude on many questions. To say they are too Torontoesque hardly does justice to the situation, but it gives in a sense their attitude. I do not believe that the daily section is anything like a unit for separation, and what is more I think they will be willing to come down and behave. The weekly men are shedding no tears. An organization that will be of real use to the weekly men must be controlled by them. There is a very large work to be done yet in the matter of organizing the district associations, and getting subscription and job prices to where they should be. This has been largely neglected since the beginning of 1918."

WELLINGTON COUNTY PRESS ASSOCIATION

This County Press Association met in Fergus, on Friday, October 24th, with a fair representation of the membership present. The Minutes of the previous meeting were read and approved. A resolution of sympathy was passed on account of the death of the president, Mr. J. A. Lambert. The following officers were elected: President, R. E. Mills, Elora; 1st Vice-President, Rixen Rafter, B. A., Arthur; 2nd Vice-President, J. C. Templin, Fergus; Sec.-Treas., A. W. Wright, Mt. Forest.

The time of the sessions was mostly spent in carefully revising the advertising and job rates. Following are a few of the minimum rates adopted: Reading notices, 10c for first insertion, 5c for subsequent insertions. Auction Sale, $3.00 for two insertions instead of $2; 50 half-sheet sale bills and two insertions, $7.50; 50 quarter-sheet sale bills and two insertions, $5.50; 100 sixteenth-sheet dodgers, $1.75 instead of $1.50; 500 twelfth-sheets, $4.00 instead of $3.75; 50 eighth-sheets, $2.00 instead of $1.50. Noteheads, stock, $1.25 M., 250, $2.50; 500, $3.50; Funeral cards, stock, $1.80, dozen, $2.50, 75c each subsequent dozen. Prize lists, financial statements, 100 copies, $2.00 per page, each extra 100 copies, 25c per page.

Mr. J. C. Templin, publisher of the Fergus *News-Record*, hospitably entertained the members present, and a vote of thanks was tendered him.

William Halifax Dennis

The Halifax *Herald* occupies two pages in the centre of a recent issue of *The Fourth Estate*. The event is the announcement of the fact that Halifax is not far from New York. The ad. states: "To prove to the Advertising World the proximity of Halifax to the Great American Metropolis, Wm. H. Dennis, general manager of the Halifax *Herald* and the Halifax *Evening Mail*, made the trip from Halifax to New York in half a day; leaving Halifax at 10:45 a.m. and, after bucking strong headwinds during the entire trip, arriving at Greenport, Long Island, only a short automobile run from New York, at 10:46 p.m. This trip has demonstrated that one can now have breakfast in Halifax and dinner in New York."

Commenting on this piece of enterprise, *Fourth Estate* suggests that the centre initial in Mr. Dennis' name "H," must surely stand for Halifax, making the name William Halifax Dennis. At any rate he is doing his big part in putting Halifax on the map.

Boosting for the Newspaper

The Border Cities Retail Merchants' Association swung the bludgeon on programme advertising, when, after long deliberation they passed the following resolution:—

"That inasmuch as many thousands of dollars are being spent yearly in the Border Cities in advertising, and that much of what is called advertising is to a great extent a hold-up of the local merchant, to support something which his judgment tells him is not worth what is paid, and in many cases is worthless as advertising, and which he is obliged to do to buy some person's patronage.

"And that in many cases the price of commodities has to eventually bear the cost of this so-called advertising.

"And also that in many cases the society concerned, or beneficiary interested, receives but a small part of the money paid out, and that the most of this money goes to pay for production and profits to some outside promoter of advertising.

"And that all efforts should be taken by the Retail Merchants to decrease unnecessary expense and so keep down the rising costs to consumer.

"It is hereby resolved that all local merchants in and out of this association do all they possibly can to discourage such advertising, and wherever possible to refuse to patronize such methods of buying favor.

"That all merchants of the Border Cities be sent a copy of this resolution for their attention.

"That this resolution has particular reference to programmes, hotel registers, telephone directories, fire alarm cards, etc.

"And that the merchant's attention is called to the local newspapers as a legitimate and proper method of advertising."

At the same meeting several addresses were given on the merits of newspaper advertising. In these there are many good talking points, of use to daily publishers. Mr. Murdoch, advertising manager of the *Border Cities Star*, has a number of reprints of this report complete, and he will be pleased to send these out to publishers desiring them.

Leonard D. Nesbitt, owner of the Brooks (Alta.) *Bulletin*, took a $2,200 crop off 50 acres of wheat and oats this year. If the threshing returns from the paper and job work stock up as well, all is lovely in that little corner of the West.

A Clever Advertising Stunt

On page 16 of a recent issue of the Barrie *Examiner*, was a feature headed "That Man O'Connor," showing the way in which they used the H. C. L. investigation to get a little extra business. They do not charge full rates for this reading matter, but asked only 5c a line, as they regard this matter in somewhat of the nature of propaganda for the benefit of the business men generally.

Here is a sample:

SHOES SELL LESS THAN WHOLESALE

In conversation with Mr. Hurlburt, of The Hurlburt Shoe Co., our reporter was interested in comparing shoe prices. The Hurlburt Co. carry a very large stock, consequently are still in a position to serve this community with shoes at less than the larger city stores, who have to buy their supplies oftener. Mr. Hurlburt expressed his wish that O'Connor would take a look through his stock and compare prices with present-day values. Take for instance a line of Boys' Kip Bluchers, etc.

NO BOOSTING PRICES HERE

A visit to the store of Sarjeant & King soon revealed the fact that this store stands for real savings for the customers in this time of high cost of living, and certainly O'Connor's words are no reflection on their methods of doing business. With the large stocks carried at this store it is not necessary for them to buy immediately and continually in many of their staple lines, etc.

The Original Case of "In Dutch"

Okotoks *Review*:—By one of those unfortunate but infrequent (?) mistakes which occasionally are made even in the columns of the *Review*, the birth of a daughter to Joe Price, was credited last week to Andy. With that laudable desire to avoid trouble for which the editor is noted, we carefully kept out of both parties' way and carefully inspected every visitor through a peephole while the devil interviewed them. Unfortunately we were on the street one day and Andy saw us first. When he got through he comforted us with the information that what he had given us wasn't a circumstance to what we would get from Joe when he saw us. (Joe won't see us if we can help it.) Andy says we did it "a puppos." He requests us to look back over our file for the last few months and indignantly asks if we think he is trying to establish a world's record. He also says that he objects to having to stay out of town for two or three weeks until the matter blows over, and to locking his doors against his friends and neighbors who come over to inquire after the baby, and when they can't get in make their queries through the windows.

Really a Pleasant Task

Bancroft *Times*:—Every once in a while some cheerful individual remarks to us: Well, now that the paper is out, I suppose you can take it easy for three or four days." Yes, how delightful it is that a country editor has nothing to do between press days. Business runs along automatically. When paper bills come due money drops off the trees with which to pay them. Subscribers vie with each other to see who can pay the farthest in advance. Advertisers beg for additional space. And the way the news hunts up the edition is also pleasant to contemplate. There is something strange about the way the news items act. When the paper is out the editor simply goes back to his easy chair and looks wise and waits for next week's press day. The day before press day the people line up in front of the office door and they file past the desk and tell him all the news of the week. He writes it up in fifteen or twenty, minutes, takes it back and hangs on a book. The compositors take the copy and shake it over the type cases, say a few mystic words, the type flies into place, and after a few passes by the foreman the forms are ready for the press again. And the editor goes down and deposits some more money in the bank. It is the greatest snap in the catalogue. Now if the editor could only do away with the press day his job would be complete.

But It's Hard To Believe!

Here's one eligible for membership in the "Things That Seldom Happen" club.

An out-of-town gentleman called on the editor of the *News*, Sault Ste. Marie, and asked to have his name put down on the mailing list. He tendered a $10 bill in payment.

"Have you anything smaller?" asked the editor.

"Oh, don't bother about the change. Give me credit for a few years."

At $1.50 a year the new subscriber is paid in advance for more than six years.

Is Spinelessness Growing?

Orillia *Packet*:—It does not seem to us a healthy sign that so many of the country papers are drawing out of politics, and affecting neutrality whenever there is any question at issue which seriously divides the community. The country press cannot hope to retain its influence if this tendency becomes general. It is part of a paper's function to lead, and leadership connotes decisiveness and dogmatism. The plea that it is not a newspaper's business to press its views upon its readers is merely a sophism to cover up lack of courage to give expression to opinions lest by doing so some enemies may be made. It is pandering to the box office. In the end, such a policy is bound to be fatal to a paper's influence, and will, we believe, be found to be poor business, even from a monetary standpoint. It is not necessary to be offensive in order to argue effectively, and when the conflict is over, sensible people will hold no grudge against the paper which is consistent and outspoken in its discussion of political questions.

Pressmen Censored *Life*

Pressmen employed by the Chapple Publishing Company, Ltd., on discovering in a cartoon in *Life*, which is being printed here during the New York strike, what they considered a reflection on organized labor, suspended work and refused to return until the objectional cartoon was taken out. The cartoon was eliminated, and the men returned to work.

The drawing depicts a room apparently meant to typify conditions in a city tenement district. The artist portrays a man beating his wife over the head with the leg of a chair. The woman is shown lying on the floor; the man has one knee on her body and the other clutching her throat. A child about two years old is shown in bed watching the scene. Its face is expressive of horror. Another child, evidently a little older, is stretched on the floor, face downward.

At the door is standing a patrolman in full uniform. He is talking with a Captain of police, who has rushed on the scene, with drawn revolver. The patrolman says, with hand upraised: "It's all right, Captain, he's got a union card."

Border Cities Star:—The large amount of political, Liberty League and Referendum Committee advertising carried in the columns of the *Star* within the past few weeks, demonstrates that persons seeking public office or the passage or defeat of any public measure are coming to a greater realization of the need of using printer's ink in putting their propositions across. It has been conclusively shown that nothing can take the place of publicity in furthering the interests of any candidate, measure or private business. It is only within the past few years that election advertising has been carried on any extensive scale. Its results, though, have been so apparent that the candidate or party neglecting this important side of the campaign seems doomed to defeat from the outset.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

The *Kootenaian*, Kaslo, has been reduced from a six to a five paper, and is now using the patent inside.

Geo. E. Morris, proprietor of the *Free Press*, Nanaimo, died on October 30th.

In a recent issue the *Courier*, Cranbrook, announced a gain of 300 in circulation in one week, and no contest of any sort was in progress, either.

Geo. O. Wheeler, former news editor of the Nelson, B.C., *Daily News*, severed his connection with that paper to become city editor of the Vancouver *Daily Sun*.

W. B. Willcox, who recently sold the *News*, Trail, to Messrs. Hall & Clarke, is now in the job printing business in Spokane, Wash.

S. P. Jackson succeeds W. E. McTaggart as editor of the *B.C. Farmer*, which recently changed to that name from *Fruit and Farm*.

F. F. Payne, of the *Daily News*, Nelson, was one of the West Kootenay delegates that selected W. J. Bowser as leader of the Conservatives at the provincial convention at Vancouver last month.

F. A. Love is almost liable for income tax. At a recent meeting of Grand Forks city council, of which the *Gazette* editor is a member, a stipend of $5 per meeting was voted themselves by the city fathers.

Walter Jordan is another B.C. newspaperman who will be liable for income tax. He spent most of October on his ranch at West Robson, which had a splendid crop to market. His Revelstoke *Review* stipend plus his ranch earnings made him a prominent Victory Bond buyer.

Vernon Chapman is back in charge of the *Star*, Golden, after about six years' absence, most of which time he was on the mechanical staff of the *Daily News*, Nelson. The *Star* is unique in B.C. journalism. It gives six pages of patent to two pages of home print. The shop has a linotype, too.

The Cranbrook *Herald*, which ceased publication for a couple of months after the departure of W. A. Myers early in August, came back to life the latter part of October, with W. A. Elletson as editor. His editorial slogan is, "A paper with a mission but without a muzzle."

George C. McLeod, sporting editor of the *Sun*, Vancouver, is now in Saskatoon, Sask., where he is taking up a course in law. McLeod says he has heard that law is better than the newspaper game and his Vancouver friends have placed a bet with him that he'll be back within a year. It is a hat.

George E. Norris, proprietor of the Nanaimo *Free Press*, the second oldest paper in British Columbia, died from kidney and heart trouble. He was 49 years of age, a native citizen, and had been engaged in the newspaper business here since boyhood. The *Free Press* was established in 1874 and has been in the Norris family since it was started, being founded by the father of the deceased.

According to Jas. Grier, of the *Kootenaian*, Kaslo, the ways of women are not the only ones that are past finding out. Since June Mr. Grier has been lying awake o' nights and sweatting and swearing by day in an effort to manage the *Kootenaian's* typesetter, but has apparently given it up for a bad job. The past few weeks the paper has been hand-set entirely. To handle two quite extensive land tax sale ads., H. W. Power, the owner of the plant, came all the way to Kaslo to Mr. Grier's assistance in September and October.

Alberta

The Edmonton, Alberta, *Journal* will soon start building its new, modern home. Its present quarters are insufficient, due to the steady and continued expansion of the paper. A lot has been obtained already, and plans for the new building call for double the present amount of floor space. The new location for the *Journal* is in the heart of the city, and far more advantageous than its present site. The *Journal*, which began publication in 1903, gradually grew, and in 1912 it moved to its present home. Since that time expansion has continued, and with the close of the war and publications once more on a peace time basis, this new move is considered expedient and necessary.

Clive and Jimmie Nesbitt, sons of Leonard D. Nesbitt, publisher of the Brooks, Alta., *Bulletin*. The boys are shown on a corner of their father's farm, showing a sample of oats grown in one of the dryest years Southern Alberta has ever known. Editor Nesbitt's farm is "under the ditch," being watered by means of irrigation. This is a comparatively recent system of farming introduced into Alberta which took the country by storm. On every side the farmers are making such a demand for irrigation that two Cabinet ministers came west from Ottawa to investigate its possibilities and became enthusiastic converts to the "web-footed" style of farming after three weeks' inspection of irrigated countrysides. The largest irrigation scheme in Alberta is the one built by the Canadian Pacific Railway. In the eastern block of this system water is diverted from the Bow River at Bassano by a gigantic dam, and carried eastward to a great artificial lake reservoir covering 36 townships. The town of Brooks is the headquarters of this division which contains 400,000 acres of irrigable land. Editor Nesbitt's farm is on the outskirts of the town, 20 minutes' walk from his newspaper office, and he took a $2,200 crop off 50 acres of wheat and oats this year.

Saskatchewan

Indian Head *News*.—M. E. L. Garret, of Watrous, Sask., has joined the *News* staff as editor. Mr. Garrett spent three years in overseas service, returning home in June last.

Prof. MacLaurin, late of University of Saskatchewan, has started suit against the Regina *Leader*, claiming damages of $25,000. The action arises out of matter printed concerning the dismissal of certain professors, including the plaintiff, from the staff of the University of Saskatchewan.

After over thirty years in the printing and newspaper business in England, Australia and Canada, Mr. D. G. Tuckwell, one time member of the Manitoba *Free Press* editorial staff, and editor at various times of the Fort William *Morning Herald*, Rainy River *Gazette*, Yorkton *Times*, Lloydminster *Times* and Pilot Mound *Sentinel*, has quit the newspaper game for good, and having recently purchased a fruit "ranch" on Vancouver Island, will now proceed to enjoy life. Doubtless this well-known Western newspaper man's many friends would be "tickled" to see him breaking into the bucolic life, milking the cows, bedding down the chickens, etc. He has a theory that a cow will deliver up liquid refreshments much easier if the operation is accompanied with music, and, therefore, has

hopes of inventing some kind of apparatus to be played with the foot whilst the lactial yield is being yielded. He is at present experimenting with a Jersey and mouth-organ, with this end in view—with but indifferent success. Later announcements may be expected.

Manitoba

J. O. Ralston has purchased the Morden *Times* from W. H. Glendinning. Mr. Glendinning is seeking a new field to continue his newspaper activities and is ready to entertain offers of publishers wishing to dispose of their business.

Mr. R. W. Tuckwell, editor and proprietor of the Pilot Mound, Manitoba, *Sentinel*, has recently returned home, improved in health, after undergoing operations at the Mayo Clinic, Rochester, Minn., for relief from troubles caused by injuries sustained some time ago whilst playing hockey.

Alleging libel, Ald. John Queen and Mrs. Queen have brought suit against the Winnipeg *Telegram* for $25,000 damages in connection with the articles referring to an incident in which it was stated that returned soldiers had torn a red flag down from the front of Queen's residence, and that Mrs. Queen had said that she was a Bolshevik and proud of it, and an article descriptive of the appearance of the eight strike leaders on their appearance in the dock when brought to trial.

Ontario

Harry Pickett is now managing editor of the London *Advertiser*.

E. S. Spence, late of the R.A.F., has been added to the reportorial staff of the London *Free Press*.

J. E. Middleton, formerly of the Toronto *Times*, has gone with the Church Forward Movement, as publicity man.

Verne DeWitt Rowell, of the Ottawa *Citizen*, has joined the reportorial staff of the *Border Cities Star*.

J. S. Douglas, who for some years past has been business manager of the *Mail and Empire*, has been appointed general manager, in succession to his father, the late W. J. Douglas.

Extensions have commenced on the Toronto *Globe* building on the property recently secured to the south of the main premises.

R. B. Hutt has joined the editorial staff of the MacLean Publishing Co. He was formerly associated with the Toronto *Times*, and before that with the Woodstock *Sentinel-Review*.

Walter R. Howell, of 117 Elm Ave., Windsor, well-known advertising and publicity man, has joined the Brooke Smith & French Advertising Agency, Detroit.

C. H. Bowman and E. Alfred, of the Detroit *News* and *Journal* respectively, covered the visit of the Prince of Wales in Western Ontario.

Lorne Eedy, of the Walkerton *Telescope*, is publishing each week a page devoted to small paragraphs on Walkerton old boys and girls now living in other parts.

Hector Charlesworth, of *Saturday Night*, addressed the Women's Canadian Club, of St. Catharines. His talk was based on "Personality and Personation," as applied to the stage.

Chas. Ramage, formerly on the editorial staff of the London *Advertiser*, has returned after three years' service overseas, and has taken a position on the Oshawa *Reformer*. He is a son of Mr. Ramage, proprietor of the Durham *Review*.

Clifford Prevost, of the Detroit *Free Press*, has been appointed night city editor of the London *Advertiser*, succeeding Nelson Minhinnick, who has joined the staff of the Gagnier Co., in Toronto.

The suit which Fred Bancroft is bringing against Controller McBride for $20,000 for alleged slander is likely to be postponed owing to the illness of the plaintiff in the action. The case is the last in the peremptory list for the assizes.

A meeting of the Wellington County Press Association was held in Fergus on Friday, October 24th. Sessions began at 10 and 1.30 o'clock. Business—election of officers, consideration of rates, etc.

Harry V. Tresidder has opened a job shop at 74 Market St., Toronto. He has been manager of the printing department of the National Paper Goods Co., Hamilton, for the last few years. Previous to that he owned the Waverley Press, Toronto, now operated by "Six Point Bill" Powell and his son.

The death took place at 206 William Street, London, of Mr. Harvey V. Brown, aged 42 years. Mr. Brown came from the West some years ago, and had been employed at The Advertiser Job Printing Company up to the time of his sickness. He was a member of London Typographical Union.

invariably first!

The "reader confidence" which THE GLOBE'S news columns possess is shared by the advertising columns. THE GLOBE'S advertising censorship sees to that.

If you do not see it in THE GLOBE, quite likely it did not come up to THE GLOBE'S rigorous standard, and so was declined.

Among many other elements, this policy places THE GLOBE *invariably first* on campaigns to cover Ontario because of the surety that the advertising will be in good company.

The Globe

TORONTO

Member Audit Bureau of Circulations

W. G. JAFFRAY, *President* — WM. FINDLAY, *Adv. Mgr.*

Nelson Minhinnick, who returned recently after serving for three years overseas with No. 3 Stationary Hospital, and has been assistant night city editor of the London *Advertiser*, has accepted a position on the *Cigar and Tobacco Journal*, of Toronto.

Death occurred at Toronto of Chas. H. Darling, a veteran printer, formerly of Trenton, where he spent his boyhood days and received his education in the grammar school. He learned his trade in Cobourg and on the Belleville *Chronicle*, and from there to Toronto, where he resided for over fifty years, working on the *Monetary Times*, the *Mail*, and *Mail and Empire*.

On the occasion of his severing his connections with the Kitchener *News-Record*, the directors gave a complimentary banquet for the former managing editor, Mr. W. V. Uttley. There were also present the members of the staffs of the *Record* and the *Ontario Journal*, Mayor Gross, several master printers of the city and a representative of the daily contemporary. The event was held at Wagner's Cafe Restaurant, Bridgeport.

The National Paper Goods Co., of Hamilton, are moving shortly to their new plant in the east end of Hamilton from their premises on Queen Street. This business was started in a small way by R. A. Tresidder, who rented a flat from a jam factory about seven years ago to make paper boxes. The business grew until the jam works were elbowed out. Mr. Tresidder retires as managing director at the first of the year. He will be succeeded in that position by Mr. C. B. Martin.

While no definite announcement has been made, it is understood that reporters and desk men on the London *Advertiser* and London *Free Press* have obtained a union charter in affiliation with the Typographical Union, and the membership now embraces most of the newspaper writers in the city. There is no talk of an immediate demand as to salary or working conditions, but there will be careful investigation of the situation and a classification of the members, following which some schedule will be drawn up for presentation.

Taken suddenly ill while on his way to the printers with copy for the coming issue of his paper, *The Veteran Democrat*, Mr. E. J. Stephenson, editor of the paper and former secretary of the Scarboro G.W.V.A., was admitted to the Davisville Hospital suffering from overwrought nerves. Mr. Stephenson's dis-

appearance caused great anxiety to his relatives, particularly when the inquiries instituted by the police failed to locate him. He had reported, however, to the Department of Soldiers' Civil Re-establishment who at once sent him to the hospital where he will receive treatment.

John Hewitt, who died Thanksgiving Day, at Grimsby, was a prominent figure in the business and financial life of the village. Born in 1842, John Hewitt at an early age went to Toronto, where he engaged in the map manufacturing business. From Toronto he went to Chicago and Pittsburgh, where he was engaged in the real estate and hotel business. In 1859 he purchased an interest in the Miehle Printing Press Co., and when he retired, several years ago, received eleven dollars for every one invested. The Village Inn and other works at Grimsby stand as his monuments.

The *Banner*, of Ailsa Craig, after suspending publication for a while "on account of shortage of help," has now resumed, and though shorthanded still hopes to carry on. Mr. J. W. Kedwell states editorially that in the interval of four months during which no paper was published, beginners have been receiving their training. He adds: "The difficulty in publishing a country paper these days is very great and it can only be done with the sympathy and loyal support of the people of the community. If it had not been for the interest of the people of the village we could not have undertaken the publication of the *Banner* again until costs of production had made a drop."

The Women's Press Club, of Toronto, held their first "theatre night," when they attended the evening performance at the Princess Theatre. The play for this week, "Dear Brutus," greatly pleased the female writers of Toronto, who intend to make "theatre night" an annual affair. At the close of the performance Miss Adele Gilmore, of Glen Mawr School, presented the leading lady in the play, Miss Hilda Moore, with a beautiful bouquet of roses on behalf of the club. After thanking the women for their gift, Miss Moore made a stirring speech in aid of the Victory Loan. She was an ambulance driver in France during the war, and renewed acquaintances with Miss Estelle Kerr, who was occupied in the same work.

C. N. Smith, newspaper man and politician, died at the General Hospital, Sault Ste. Marie, following a brief illness of pneumonia. He was 53 years of age. Elected to the Ontario Legislature in 1903 on a Liberal ticket, he won fame by securing a Government bonus for the Algoma Steel Corporation, then in financial difficulties. He represented the local constituency until 1905, and was beaten by W. H. Hearst in 1908. He was founder and editor of the *Sault Express*, official local organ of the Liberal party until it ceased publication in 1915. The deceased was well known in Toronto, where, before going to the Soo, he was a reporter on the *Globe* and later on the Toronto *News*.

The St. Catharines *Daily Topic* has made its appearance. The newspaper has been launched by the Independent Labor party, and Capt. Edwin J. Lovelace, formerly newspaper man and postmaster of this city, who came home from the front some time ago, is managing editor. The *Topic* is printed in the *Evening Journal* office, but the *Journal* says it has no connection with the new enterprise. Whether it is to continue long after election is not yet announced, but it is believed it will. In its opening editorial the *Topic* says there are greater questions than prohibition for the Government to take up, though prohibition is all right. The high cost of living, says the *Topic*, is of greater importance.

An evidence of faithful service was commemorated by the employees of the Methodist Book and Publishing House at a complimentary dinner tendered to Mr. James Dale in the Y.M.C.A. Banquet Hall. Mr. Dale has been with the Methodist institution for practically fifty years, entering as a boy of twelve, and climbing up through several departments till for the last score of years he has been Manager of Circulation and Advertising for the *Christian Guardian* and the twenty-three other publications of the house. Failing health forces his retirement, and the occasion was taken for a kindly celebration by all the employees. About 400 were present. Contrary to custom, the evening was not given up to speeches, but a rather unique program was offered, consisting of musical numbers by a male chorus recently organized in the house, offerings by talented employees, and one or two numbers by professionals. A community sing-song was a feature. In the middle of the evening the Book Steward Emeritus, Rev. Dr. Briggs, made the presentation of an upholstered easy chair, a gift to Mr. Dale from his friends among the employees. A brief address from the Book Steward, Rev. S. W. Fallis, advocating sympathy and co-operation among the various departments, introduced a splendid atmosphere, so that friendliness and jollity were features of the occasion.

Mr. George Wanless, of the Chatham *Daily News*, looks back on Monday, Oct. 27th, as an eventful day in his life—not because it signalled the launching of the last Victory Loan, but that it was the fiftieth anniversary of his wedding day. And a particularly pleasing feature of the event is that Mr. and Mrs. Wanless celebrated their golden wedding in the midst of an unbroken family circle. All their children—three sons and three daughters—are alive to-day, and they, with a host of other relatives and friends, joined in a family reunion for the occasion. Mr. Wanless was born in Beauharnois County, near Montreal, but later the family came to Chatham, and at the age of fourteen he began his career as a printer, at which trade he has remained ever since. He was initiated into the mysteries of the art preservative of all arts in the old *Planet* office, under the late Rufus Stephenson, and after remaining with the *Planet* for a number of years he transferred to the *Banner* office. For over thirty years he was associated with J. R. Gemmill, who was then editor and proprietor of the *Banner*. He was also a member of the staff when Jas. S. Brierly, of St. Thomas, in 1894 purchased the plant and inaugurated a daily issue of the *Banner*. Mr. Wanless served on the new daily while it passed through one or two stewardships till Mr. A. C. Woodward became proprietor in 1900; and with the exception of a short space spent in London and in one or two of the local printing offices, he has remained in the employ of Mr. Woodward ever since. With the advent of Mr. Woodward the name of the paper was changed from the *Banner* to the *News*, and later the plant was removed to the fine, new quarters it now occupies in the building especially designed for the purpose. Mr. Wanless is seventy-two years old, has been an active printer for the past fifty-eight years, and can still set his "take" of copy as expeditiously as the younger men of the shop.

Quebec

The Quebec *Telegraph* has organized a bowling league in its own office. The teams are monotype, advertising, office and news.

In the conferring of degrees of Queen's University, Kingston, on October 16th, Hon. Frank Carrel, proprietor of the Quebec *Telegraph*, was given the degree of LL.D. and Mr. E. W. Beatty was installed as Chancellor. The occasion was conspicuous for the representative body of men present and particularly those who received such honors. Many newspaper friends of Hon. Mr. Carrel will be glad to hear of his new distinction.

The correspondents of the newspapers of Great Britain accompanying the Prince of Wales on his tour were entertained at luncheon by Frank Scott, vice-president of the Grand Trunk Railway, at the Mount Royal Club. They were invited to meet the editors of the Montreal newspapers and among those present were: Col. Gerald Campbell, of the London *Times;* W. T. Massey, London *Daily Telegraph;* Everard Cotes, of Reuter's Agency; H. Warren Allen, London *Morning Post;* Douglas Newton, London *Daily Chronicle;* W. D. Robb, D. E. Galloway, Senator Smeaton White, H. M. Boland, John Bassett, F. D. Aldham, Joseph Bernard, Chief Inspector Parker, of Scotland Yard; C. L. Sibley, Eugene Tarte, C. Robillard, F. Rinfret, Fred Yorston, F. L. C. Pereria, H. R. Charlton, W. S. Thompson and F. G. Griffin.

Maritime

S. L. Lynott, editor of the Woodstock, N.B., *Sentinel*, accompanied by his wife, was a visitor to St. John, recently.

Frank X. Jennings and Fred. J. McGuire, of the *Telegraph* writing staff, have returned after vacations spent in New York.

We regret to announce the death of the mother of Mr. J. C. Jones, president of the Printers' Supplies, Halifax. Mrs. Jones lived with her daughter in Toronto. The remains were buried at Halifax, Sunday, October 26th.

All offices in Halifax are busy and are gradually overcoming the shortage in help, but the boy problem is still a very serious one, and sooner or later this matter will have to be taken up, both by the employing printer and the typographical unions.

The death took place at Hopewell, N.S., on October 25, of John Fraser. His son, Thomas M. Fraser, is a well-known newspaper and magazine man, at present representing the MacLean papers at Ottawa.

A new arrival in the local journalistic field is *Imperial Theatre Gossip*, a well-printed and illustrated paper of four pages, edited by a former newspaper man, Walter H. Golding, manager of the theatre.

On the anniversary of his eleventh year as leader of the United Baptist choir in Sussex, N.B., J. D. McKenna, editor of the *King's County Record*, and his wife were presented with two handsome silver entree dishes.

In an address before the St. John Board of Trade, J. T. Hawke, editor of the Moncton *Transcript*, sought the support of the board and St. John citizens to join in an appeal to the department of immigration to have the members of the National Editorial Association of the United States make a tour of the Maritime Provinces as they toured the West this year.

Halifax *Recorder*:—George E. Herman has accepted the position of editor of the Amherst *Daily News*, and left on Monday to assume his duties. Before the war, Mr. Herman was engaged in newspaper work in Halifax, and was also on the staff of the St. John *Globe*, and just previous to enlisting for overseas was editor of the Kentville *Chronicle*. His many friends will be pleased to learn of his appointment, and he will have their best wishes for his success in his new and important position.

An interesting announcement to his numerous friends in the printing trade throughout Canada was made this week when it became known that Major Alexander McMillan, D.S.O., was to be promoted to Lieutenant-Colonel and Commander of the reorganized 62nd Regiment. He is head of the printing firm of J. and A. McMillan, Prince Wililam Street, St. John, and has been overseas for nearly five years with the 26th Infantry Battalion, with which he was badly wounded and received the D.S.O.

Among the recent visitors to St. John and other parts of New Brunswick, were a party of American writers, including Irvin S. Cobb, Damon Runyan and Harry Leon Wilson, of the *Saturday Evening Post;* Wm. McBeath, of the New York *Tribune;* Lieut.-Col. Bulger, of the New York *Evening World*; Major W. O. McGeehan, sporting editor the New York *Tribune*, and some baseball magnates from the States. They spent some time in the Nova Scotia and New Brunswick woods hunting big game and were quite successful.

A printer in Halifax recently supplied Burmese Bond to a customer, a fairly large quantity of 15c per lb. (this is a fact, not fiction). This paper cannot be landed to-day in Halifax at 30c per lb. Why such folly? Recently a printer quoted on a piece of printing, figuring 15 reams, 20 double cap in place of 30 reams, 300 lbs. short, sent in his tender and was told by the buyer of printing for the Canadian National Railways, his price was too high. The printer checked over his figures and was glad he did not secure that particular form. How much did the other fellow make that secured the form?

Stanley K. Smith, city editor of the St. John *Daily Telegraph*, has resigned his position, which has been taken by Bruce S. Robb, of the Evening *Times*. Mr. Smith is devoting his whole time to the publication, of which he is managing editor, the *Business Review and Maritime Retailer*.

Binderies in the Maritime Provinces still continue busy, help is scarce and in some places unsatisfactory. One of the largest binderies in the Maritime Provinces has had their ruling machines down since last March, owing to difficulty in procuring rulers.

One of the best known citizens of St. John, Lieut.-Colonel Arbuthnot Blaine, aged 90 years, died this week at his residence, 74 Duke Street. He served with the printing firm of J. & A. McMillan for seventy-one years, under four generations of members of the firm. He was born in Ireland in 1829, and came to this country in 1842, settling in St. John. In 1845 he entered the firm of J. & A. McMillan and continued in their employ until his retirement in 1916, being for the greater part of the time in charge of the bindery department. The great-grandfather of the present head of the firm, A. McMillan, was at the head of the business when Col. Blaine entered into it. In military circles he had the unique distinction of rising from private to the command of his regiment and was highly esteemed by his associate officers and men under his command. He resigned in 1893 from the militia after thirty years of good service. The older members of the 62nd Battalion attended his funeral in a body, and many floral tributes were sent as testimonials to the esteem in which he was held by the citizens at large.

Newfoundland

The St. John's *Daily News* has invested in a new newspaper press, including the very latest improvements.

J. P. Brooke, representing John Carter & Co., a paper house of Boston, U.S.A., spent the greater part of September in Newfoundland in the interest of his firm.

E. A. Smith, editor of the *Newfoundland Magazine*, has been appointed Newfoundland representative for the Royal Print and Litho, Ltd., of Halifax, N.S.

Sir John C. Crosbie has instituted libel action against the St. John's *Morning Post* and the St. John's *Daily Star*. Twenty thousand dollars is the amount claimed.

The high United States exchange rate is causing many of the Newfoundland printing houses to increase their business with papers houses of Canada.

The Newfoundland newspapers have been very much occupied during the month of October in the general elections, and the fight has waxed hot and fast.

The Supreme Court of Newfoundland imposed a fine of two hundred dollars on Editor Mosdell of the St. John's *Daily Star* on a charge of contempt of court, in the publication of some remarks on a pending libel suit.

The size of page of the *Newfoundland Magazine*, published by E. A. Smith, at St. John's, Nfld., is to be reduced to about half, and the number increased to double or more. This change will make the magazine a much more convenient size.

Garland B. Rodgers resigned his position on the reportorial staff of the St. John's, Newfoundland, *Evening Telegram* on 13th September, and left a few days later for the United States, where he intends to reside in future. Mr. Rodger went overseas with the Royal Newfoundland Regiment.

Reginald Dowden has resigned from newspaper work after over twenty years' experience and takes up broker business. Mr. Dowden was for a number of years connected with St. John's *Evening Herald* and of late city editor of the St. John's *Daily Star*.

On the 15th September Robert Mercer, the press foreman of the St. John's, Nfld., *Evening Telegram* completed the 40th anniversary of his connection with that paper, and in recognition to mark the occasion he was presented with a gold watch by the proprietor.

E. D. Haliburton, a reporter on the St. John's *Daily Star*, resigned therefrom and left St. John's on 22nd September for Halifax, N.S., to enter Dalhousie University to study civil engineering. "Figgy," as he was known locally, saw considerable active service in France with the Royal Newfoundland Regiment, and received a severe wound.

Newspaper advertising in Newfoundland shows a very healthy condition. New foreign advertising continues to pour in and there is much local material offering, so much so that some papers are now taxed almost to the limit of their ability, and papers that have established rates experience little or no trouble in obtaining them.

A fire occurred in the office of the *Advocate*, St. John's, on the evening of September 22, which did much damage to stock and machinery as well as to the building. The newspaper press escaped the fire, it being situated in another part of the building, but was damaged by water that the publication of the paper was suspended some two or three days.

S. J. Hefferton has resigned the editorship of the *Industrial Worker*, the organ of the Newfoundland Industrial Workers' Association, of St. John's, Nfld. He is being succeeded by Mr. Smallwood, formerly of the reportorial staff of the *Evening Telegram* of St. John's. Mr. Hefferton takes up teaching at the Soldiers' Training School.

In the pending general elections in Newfounland there are several newspaper men as candidates. These include Hon. J. S. Currie, editor of St. John's *Daily News;* Chas. James, editor St. John's *Evening Telegram;* Dr. A. Campbell, president Star Publishing Co., Ltd., publishers Curling *Western Star;* E. S.

Russell, editor late Bay Roberts *Guardian;* R. Hibbs, business manager *The Advocate,* of St. John's, and A. English, of the St. John's *Daily Star* staff.

The War Veteran is to be the name of a magazine to be published by the Great War Veterans' Association of Newfoundland. The first number of the *War Veteran* is expected to appear in November. It will consist of between fifty and sixty pages, and will be done in colors. Part of it will be printed in the country and part abroad for the first few issues, while it is hoped that in the not far distant future to complete the whole thing locally. The price will be about twenty-five cents a copy.

Obituary

After an illness of only a few hours from heart trouble, James Calnan, father of Mr. A. E. Calnan, of the Picton *Gazette,* passed away at his home on Queen St., on Saturday night, Nov. 1, at the advanced age of 81 years and 6 months. The deceased had suffered from heart trouble for some time but was able to take part in all life's activities until the day of his death, almost without interruption. On Wednesday afternoon of last week he left the office suffering from an attack of his trouble. Thursday he spent at home but Friday he was again about as usual. On Saturday morning, however, he was taken seriously ill and passed away about nine o'clock in the evening. Of the family of four children, all survive. They are A. E. Calnan, of the *Gazette,* Mrs. Chas. Pearce, of Belleville, Mrs. (Rev.) C. H. Daly, of Ladner, B.C., and Mrs. H. A. Anderson, of Picton.

General

W. E. Mason, managing director and editor of the Sudbury *Star,* is enjoying a well-earned holiday in Southern Ontario and at American points. "Bill" has been close to the grindstone for ten years, and a holiday will not hurt him any.

The Sudbury *Mining News* has installed a fine new Intertype machine, Model C, and is now equipped with the best typecasting outfit between Toronto and the Great Lakes. Other equipment and improvements bring the paper up considerably, and shortly it will become a semi-weekly under the caption, *The Sudbury News.* Sudbury is growing, and the *News* is making ready to grow with the town.

In Sudbury on Armistice Day the wedding of Miss Marie Blanche Aurora Ranger and Mr. John William Drysdale Black was quietly celebrated in St. Ann's Church by Rev. Father Desjardins, S.J. The happy couple will take up their residence in Sudbury after a short honeymoon. Mrs. Black has been for over thirteen years a valued member of the staff of the Sudbury *Mining News,* and has a host of friends in all circles in town, particularly among the newspaper fraternity. She was the recipient of many handsome and valuable presents.

A Sample Book You Should Have

"Anything that is worth doing is worth doing well." This seems to be the motto of the Canada Paper Company.

Firstly they set out to make a Made-in-Canada cover paper, known as Fibrestoc, which would class favorably in quality with the best of imported cover papers, yet on account of the duty imposed on imported makes be cheaper in price. They succeeded!

Secondly the Canada Paper Company have just produced a sample book of their Fibrestoc Cover which is undoubtedly the finest thing in sample books of its kind ever produced in Canada. It represents a great outlay in money; money, however, that will surely prove a good investment, for every printer in Canada is certain to appreciate the value of Fibrestoc and its merits after an examination of the book.

It measures 12½ inches in length by 9¼ inches in width. The cover of the book is in brown Fibrestoc Double Thick. On the front a beautiful illustration is seen; it is a piece of work in three colors. On the inside the various shades of Fibrestoc are exhibited. These also display color printing effects of more than ordinary attractiveness. Some are in one color, making it plain that Fibrestoc lends itself to splendid advantage for this class of work. Then there are two-color and three-color effects that proved distinctly high-class.

As a guide to correct and attractive color printing this sample book of Fibrestoc is capable of serving the printer a good turn.

The best of imported cover paper sample books that come to the office of PRINTER AND PUBLISHER fall short of equalling this Fibrestoc sample book in appearance, and the Canada Paper Company are to be congratulated upon the production of a piece of work that is bound to attract the attention of the craft throughout the country.

It may be stated here that the illustration and printing represent the work of Rous and Mann, the well-known printers of Toronto.

Asked Them to go East

Convincingly impressed with their five weeks' tour of Western Canada, and filled with an increased feeling of regard and respect for its people and the country, the two hundred odd American editors and their friends left for home, after a farewell dinner at the Royal Alexandra Hotel, Winnipeg.

"It was fine; magnificent," said Will Wilke, of Grey Eagle, Minn., a prominent member of the party. "There is no question, the people of the Dominion and the States feel they are united now as never before. Our party has merely been cementing that friendship." There was little speaking at the dinner. At its conclusion, J. T. Hawke, of the Moncton, N.B., *Transcript,* who represented the New Brunswick Government, tendered an invitation to the editors to go East next year and assured them a cordial greeting not only from the Maritime Provinces, but Ontario and Quebec.

The Ottawa House is quite worked up because reporters secured a report before it was presented in the House. Reporters also got a lot of ideas as to what was going to happen in the Ontario House, but ——.

The International Typographical Union granted special assistance to the amount of $7,000 to Winnipeg Typographical Union in connection with the out-of-work issue resultant upon the late Winnipeg strike, when a number of printers experienced enforced idleness.

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CAMBERWELL

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Gummed Paper (not the curly sort)
Gummed Tape
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Leather Papers
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REBUILT MACHINERY

No. 1856—4-0 Miehle, bed 46x62, rebuilt and guaranteed for register work. Is practically good as new.

No. 204—Seven Col. Quarto Two Revolution Hoe, table distribution, rear tapeless delivery, four form rollers, four distributors.

No. 202—25 x 34 Whitlock Drum Cylinder, table distribution, rear tapeless delivery, two form rollers, four distributors, back-up.

No. 338—24 x 32½ Diamond Cylinder with power fixtures.

No. 329—Seven Col. Quarto Two Revolution Campbell, four form rollers, four distributors, table distribution, front fly delivery.

No. 376—Six Col. Quarto Two Revolution Campbell, front fly delivery table distribution, four form rollers, and four distributors.

No. 385—13 x 19 Universal with Hot Embossing attachment, four chases.

No. 319—10 x 15 Colts Armory.

No. 227—18 x 22 Caxton.

No. 386—13x19 W. & B. Gordon with treadle and power fixtures, 3 chases.

No. 392—10 x 15 W. & B. Gordon with fountain.

No. 1528—44" Brown & Carver Automatic Cutter, two Knives.

No. 371—10" Hand Perforator.

No. 375—24" Rosback Treadle Perforator.

No. 390—Half-inch Wire Stitcher, hand and treadle, on iron stand.

No. 391—No. 5 Climax Steel Baler.

No. 384—No. 3 " " "

No. 365—Mentges Newspaper Folder.

Full Details on Request

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You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

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Persons desiring to tender are requested to register their names and addresses with the

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Tender forms with full details of the goods and places at which samples may be seen, will be mailed when ready to those who have registered as requested above.

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Dominion, Provincial and Municipal departments, hospitals, charitable, philanthropic and similar institutions which are conducted for the benefit of the public and not for profit may purchase goods without tender at prices established by the War Purchasing Commission.

Returned Soldiers and Sailors and Widows and Dependents of Soldiers and Sailors killed in the War may obtain supplies, for their own personal use and not for re-sale, through the nearest branch of the Great War Veterans Association who will combine individual orders and forward to the War Purchasing Commission through the Dominion Command of the Great War Veterans Association. These services are rendered by the Great War Veterans to all parties in the classes named, whether members of the Great War Veterans Association or not.

All communications should be addressed to the Secretary, War Purchasing Commission, Booth Building, Ottawa, who will be glad to supply lists and further details to those interested.

Notable Display of Linotype Typography

Among the notable displays of printing machinery and supplies at the recent convention of the United Typothetae of America, at the Hotel Commodore, New York City, was the exhibit conducted by the Mergenthaler Linotype Company. A Model 9 quick-change four-magazine machine and a Model 20 display machine attracted a great deal of attention from the visitors present during the three-day session. The exhibit carried the visitor, series by series, through the linotype families of type faces with their complements of decorative material in the form of borders, rules, initials, head and tail pieces, and other ornaments. Taken all in all, the display was one of the most educational to be seen at the convention.

The National Association of Purchasing Agents at its Convention in Philadelphia, discussed, among other things, the question of locating the index in catalogues. The following quotation from the report of the Standardization Committee explains the attitude of the Organization:

"Much confusion now exists in connection with the placing of the index in bound catalogues. Some place it in the front of the book, others in the back, while still others place it in the centre. There are arguments in favor of each place, but in view of the custom which has been so long common, whereby a much larger percentage of catalogue manufacturers place their index in the back of the book, the committee feels that this should be made a standard practice."

Earnscliffe Linen Bond

White and Eight Tints

This announces that the "Earnscliffe" you have used for many years is now being made in eight tints as well as White:

Azure, Blue, Pink, Buff, Golden Rod, Russet, Green, Tuscan

A decision to make Earnscliffe in a variety of tints came as a result of continued success and increase in sales of Earnscliffe White, Azure and Buff, coupled with numerous requests by its friends, for other tints.

To introduce the tints to consumers we have prepared an exceptionally fine booklet showing samples printed to illustrate the different methods of printing. One of these booklets will be very useful to you and your salesmen. A request by card will bring one to you.

EARNSCLIFFE LINEN BOND *is supplied by wholesalers throughout the Dominion.*

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LIMITED
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High-grade colored and black inks for all processes. Made by up-to-date methods and guaranteed to possess **pre-war** quality.

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The Potter Rotary Offset Press

The Potter Lithograph Press

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The Standard High Speed Automatic Job Press

Electric Equipment

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Pure glycerine, specially manufactured glue and years of practical experience, constitute the **best formula** for roller composition. This is Manton Bros. formula. How can we serve you for Winter Rollers?

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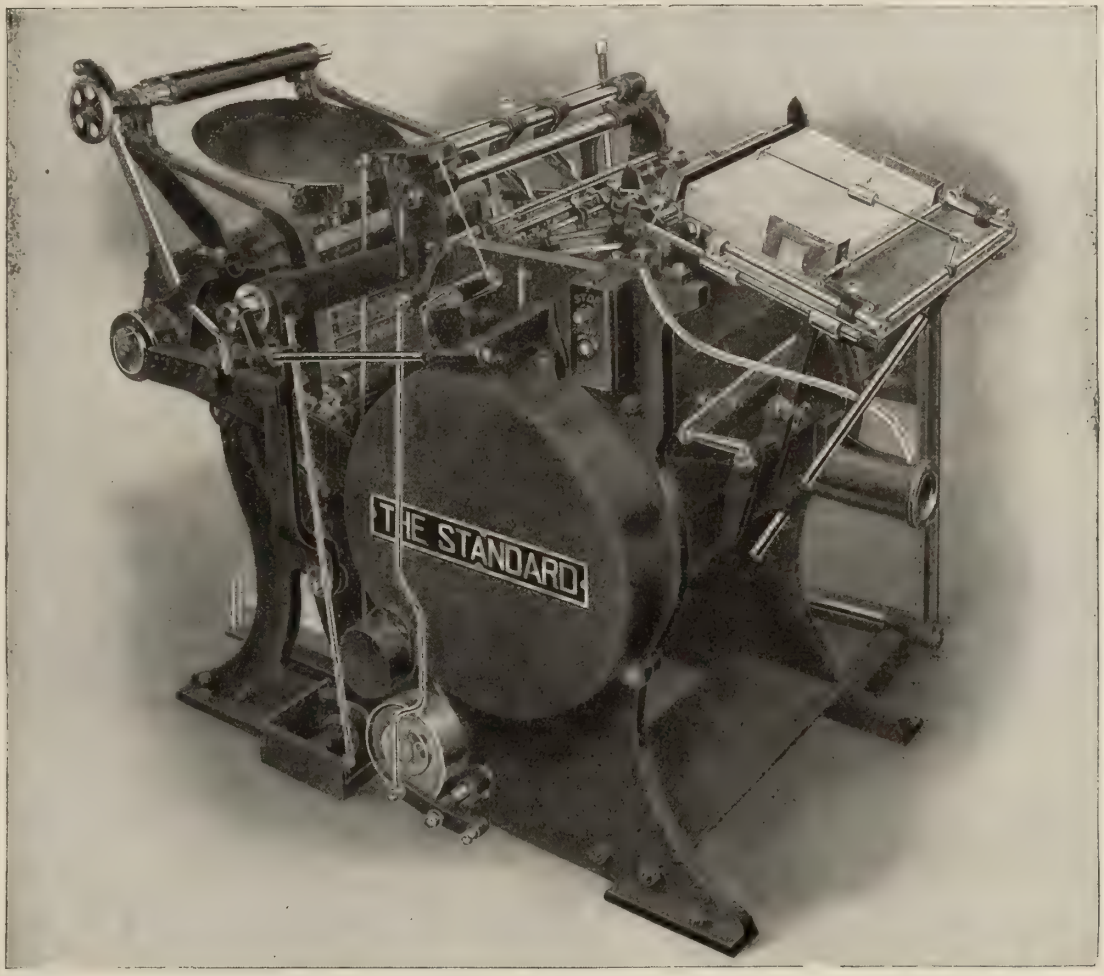
High Speed Automatic Job Press



Replaces FOUR Job Presses and Operators

HOW shall a printer deal with increased labor cost? This is the answer—By labor-saving, time-saving, waste-saving machinery that needs only to be supervised. And you'll find it fulfilled in the STANDARD HIGH SPEED AUTOMATIC JOB PRESS—the most profitable press of its kind ever invented.

With the STANDARD the actual product of four hand-fed job presses can be secured. Runs at a speed of 3,500 impressions per hour. (Think of the production you get from this machine). Takes all sizes of sheets from 3¼x5 to 13x19 inches.

Handles all ordinary stock from French folio to 140 pound cardboard. The size of work and nature of stock it will take includes fully 95% of the work usually done on job presses Its register is perfect at all speeds.

One STANDARD is a substitute for three men. The rush job holds no terrors when the job printing department has been STANDARDIZED. The job that comes in at 2.30 and is set by 3.30 is on the press and ready to run at 4.00 and by 5.00 over 3,000 impressions are off.

Don't you think the STANDARD is worth investigating? Write now for full description.

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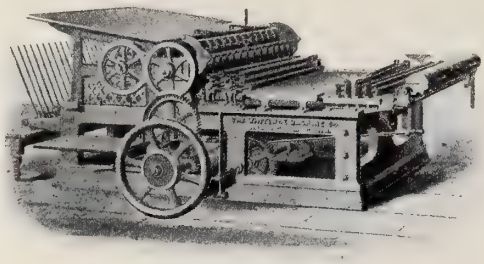
IT is impossible to list all the machines in our warehouse for sale. We must have more space for our rapidly increasing business and no reasonable offer will be refused for any machine until this purpose is accomplished.

FIRST-CLASS NEWSPAPER PRESSES



WHITLOCK TWO-REVOLUTION, rear delivery, bed 35 x 52, capable of handling anything a rear delivery press is built for. Will print a 6-col. quarto paper. Price, $700.

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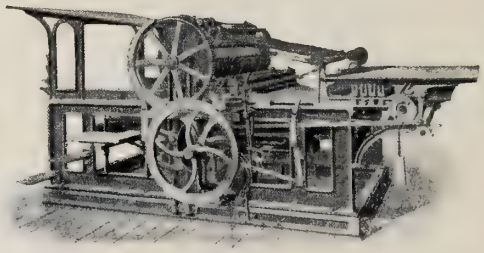

CAMPBELL TWO-REVOLUTION, front fly delivery, bed 37 x 52, good condition, overhauled; just the press for country office; easy on power; 4 form rollers; as illustrated. Will print 7-col. quarto. Price, $800.

SOME OF OUR REBUILT JOBBERS

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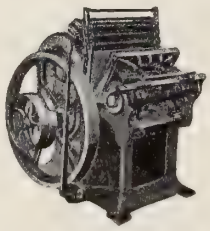
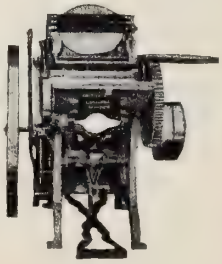


Chandler & Price Challenge Gordons 10 x 15



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The Purchaser of our Goods has a common interest with us in the knowledge that whatever is selected represents the best workmanship and quality obtainable and there can be no greater guarantee possible when we say our Goods are made with the idea of honestly producing the highest class of Loose-Leaf Equipment sold.

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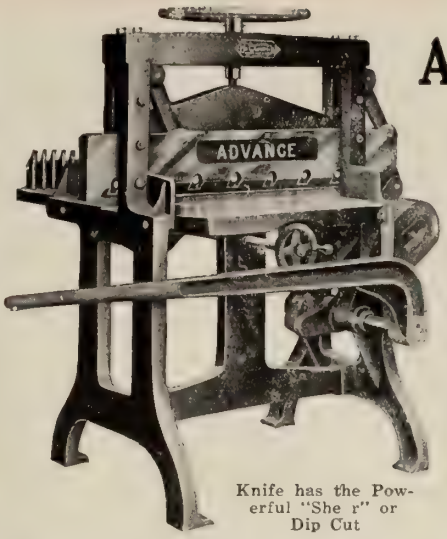

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Made in Six Sizes, from 16 to 33 inches

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The widespread popularity of the Advance Lever Cutter has been created by the unmatched mechanical excellence of the cutter itself and the "boosting" of thousands of pleased owners, the real test of a good article.

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An answer to Joseph Pennell's recent article, by MORRIS GREENBERG.

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A valuable article for the American exporter, giving a table of the number of catalogues required to supply every city and country on the globe.

By F. H. WILLIAMS

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The regular departments

In the November issue of
The Printing Art
Cambridge, Mass.

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KIMBLE MOTORS

on his presses to get the highest possible efficiency from every press and feeder.

Ease of Installation—Kimble Motors are easily and quickly installed, without a tie-up of your entire battery of presses. Only one press at a time need be out of service and that for only a brief time.

Higher effective speed than any other motor can give—also **lower** effective speed.

Perfect Control—forward or backward, at high or low speed a Kimbleized press is always under perfect control. The speed control feature on the Kimble Motor is so flexible and instantaneous that you can make any and all speed variations desired.

As Power Savers—Kimble Motors show a large saving in current consumption, because each reduction in speed causes a corresponding reduction in the amount of current consumed.

KIMBLE MOTORS

(for alternating current only)

For sale by all type foundries and dealers of printers' supplies.

Send for descriptive bulletin and prices.

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GREAT WEST ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.

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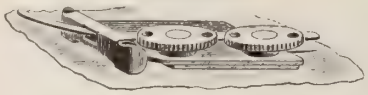

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By the set of 3 with key and extra tongues.

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By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

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gives embossed effects on any job press

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No expense at all. The Powder is all you require to start producing.

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Manufacturing
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ALL SIZES FOR ALL CLIMATES

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HOMESPUN covers are made in six shades and in two weights — 20 x 26—50 lbs., and 20 x 26—30 lbs.

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The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

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Specially designed for Mail Order, Catalog and Magazine Work.

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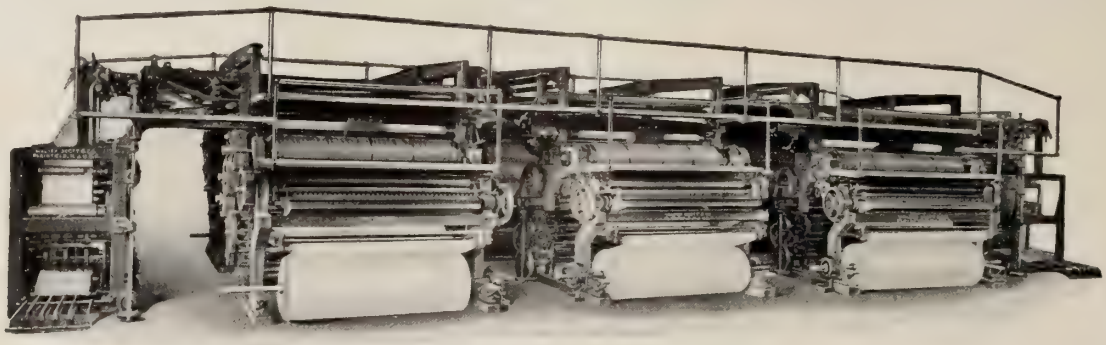

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consisting of six, four-page-wide units and four folders. It can be operated as three independent Quadruples, two Sextuples or as two Octuple Presses.

NOTE HOW ACCESSIBLE

this machine is, having every part on the same plane near the floor. Plenty of room to work around the press.

IT IS THE ONLY WEB PRESS

on the market that has taken into consideration the men who operate the machine, so they can turn out the maximum amount of work and eliminate a great deal of unnecessary labor.

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can be added at any time, converting press into a Four Quadruple or Double Octuple Machine without stopping the press for a day, or missing an edition. You can start with a two unit press giving Quadruple capacity, and adding to it as required to meet increasing demand for more pages or more papers.

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3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

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An extensive line of Presses, Cutter and Printers' Tools

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For the Small Work

Economically and Quickly Done—

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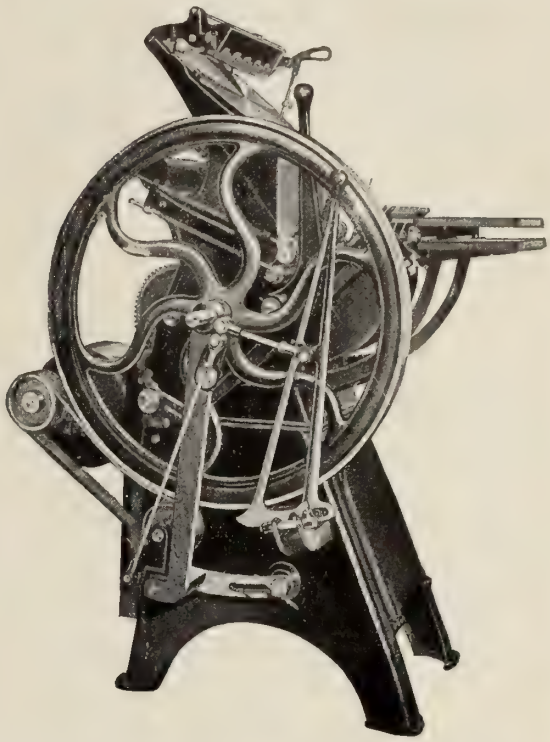

Six Strong Points of the Pearl Press

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2. **Easy Operation**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

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Every Mother Who Lost a Son at the Front

will read with deepest feeling Nellie McClung's wonderful story, "Men and Money," which also appears in November MACLEAN'S. Mrs. McClung wrote this story with a purpose—to show the ease with which the world forgets the contribution these mothers made. But it is also a very fine story—real, human and gripping.

"The Idle Hands at Ottawa"

By J. K. MUNRO

The recent session of the Dominion House was in many respects an idle one. There was not a great deal done, so the members had a lot of time to stir up things, and the result was some hugely interesting political situations. All of which J. K. Munro tells about in his usual unsparing and tersely humorous way.

Remarkable Features of a Remarkable Number

The November MACLEAN'S is cram full of other big features—famous writers on vital subjects and everything **Canadian.** Look over this list:

Baroness Orczy—The author of "The Scarlet Pimpernel," best seller of best sellers, is represented by a serial story, "His Majesty's Well Beloved."

Robert W. Service.—The great poet of the Yukon and the battle front contributes a strong poem, "The Outlaw."

Basil King.—This great novelist who lives abroad contributes an interesting discussion on "Why I Remain a Canadian."

Janey Canuck.—An article on Mrs. Murphy's experiences as the first woman magistrate in the whole of Canada.

Camilla Kenyon.—A new novelist who promises to become a great favorite, tells a humorous story of adventure, and treasure, "Spanish Doubloons."

Stephen Leacock.—A humorous sketch entitled, "My Memories and Miseries as a School Master."

"Two Men and an Idea That Grew and Grew and Grew."—By Charles Christopher Jenkins.—A sketch of two remarkable and practically unknown Western millionaires.

"A Little Bit of Chicken Feed."—By Allen C. Shore.—A bright story combining love and business themes.

"The Rainbow Death."—By Madge Macbeth. An interesting detective story.

"The Search for Missing Men."—By Gertrude Arnold. An article on hospital experiences at the front by a young Canadian V.A.D.

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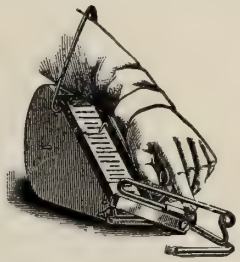

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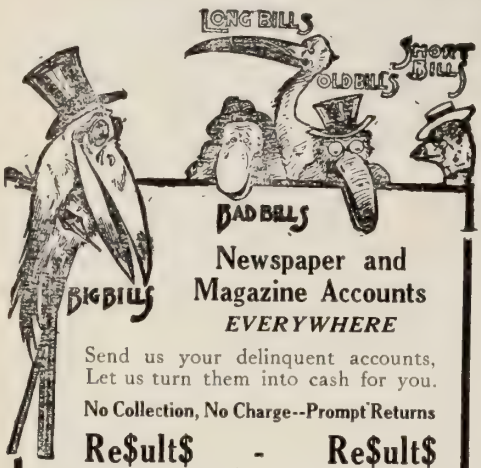

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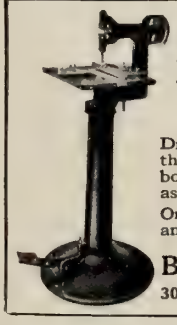

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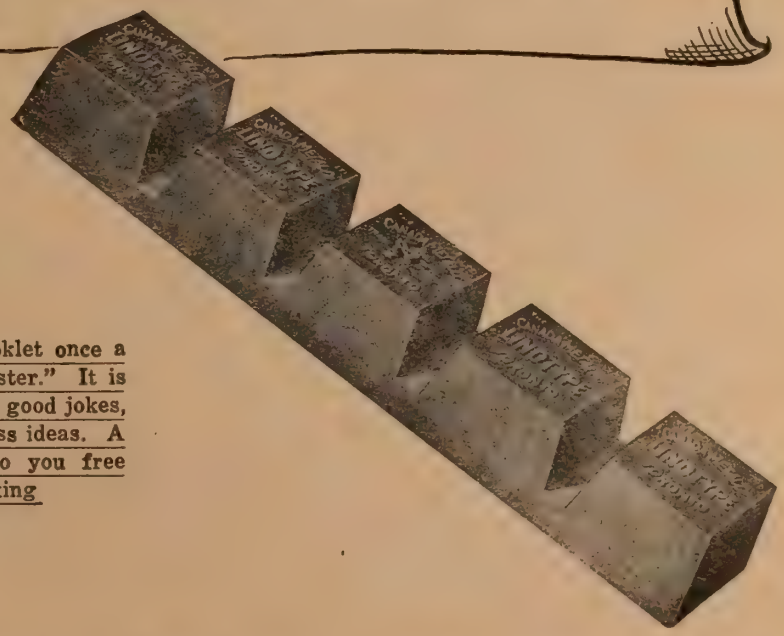

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DECEMBER
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Barber-Ellis, Limited - - - - Calgary, Alta.
Barkwell Paper Co. - - - - Winnipeg, Man.
Buntin, Gillies & Co., Limited - - Hamilton, Ont.
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Canada Paper Co., Limited - - - Toronto, Ont.
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Smith, Davidson & Wright, Limited - Victoria, B.C.
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Other Good C.P. Co. Covers

Wove Mill
Cashmere
Derby
Tinted Art S.C.
Tinted Art Suede

MADE IN CANADA BY

CANADA PAPER CO. LIMITED

WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

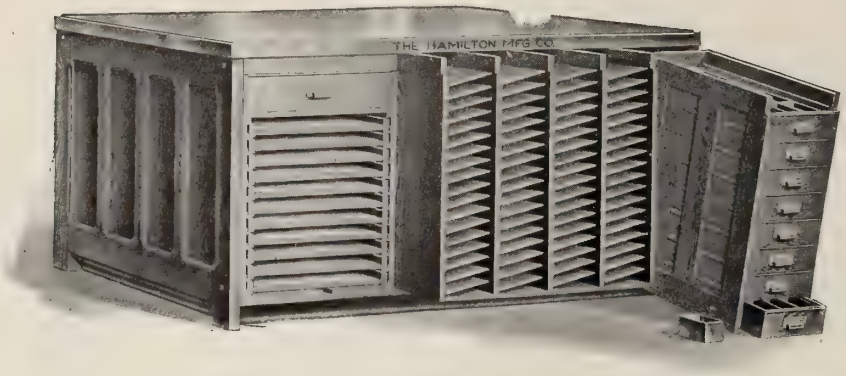
To Our Friends

May Christmas find you
Genuinely Happy
and the New Year bring
only Prosperity
and Joy

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED
128-130 Pears' Avenue, Toronto, Canada

PRINTER AND PUBLISHER, December, 1919. Vol. 28, No. 12. Published monthly at 143-153 University Ave., Toronto, by the MacLean Publishing Co., Ltd. Yearly subscription price, $2.00 Entered as second-class matter at the Post Office Department at Ottawa, Canada. Also entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, N.Y., U.S.A., under Act of March 3rd, 1879.

Standardized Composing-Room Equipment



Made in flexible, interchangeable units capable of infinite combinations to fit even the most unusual requirements.

This important basic plan of construction extends throughout the entire Hamilton line of equipment—making possible furniture "built to order" from regular stock, with all the advantage of quantity production and carefully worked out construction not possible otherwise.

Consult your dealer about Hamilton Equipment to save time and space in your plant

The Hamilton Manufacturing Company

Hamilton Equipments are Carried in Stock and Sold by all Prominent Typefounders and Dealers Everywhere.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N.J.**

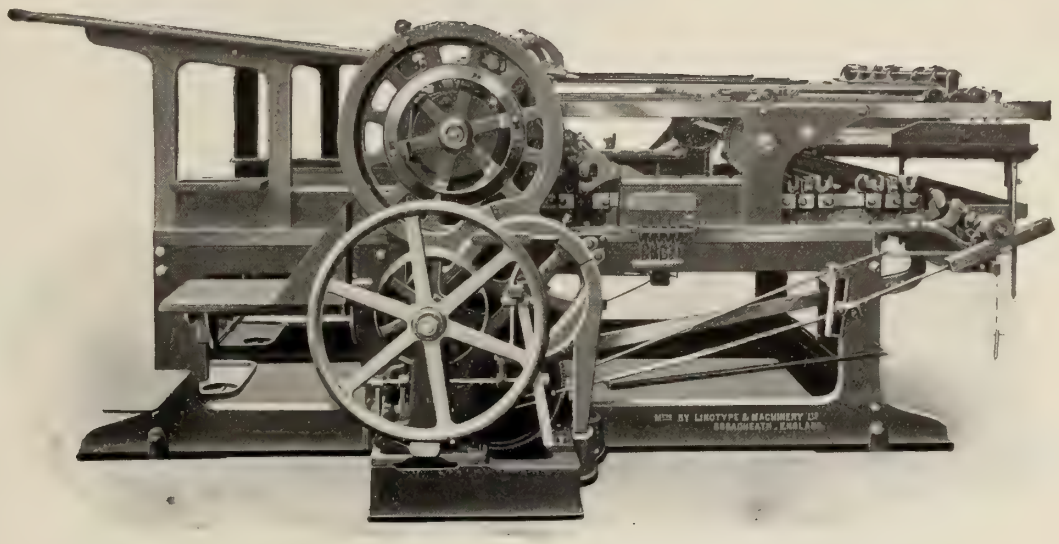
CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern. J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed to every enquiring printer.

TRADE L&M MARK

PERFECTION IN PRINTING



The following mechanical details show how the design and construction of

The L&M Two-Revolution Press

produces the highest class of printing:

IMPRESSION—The great strength of the impression cylinder, impression mechanism and type bed, and the arrangement of tracks under the latter, give a uniform impression across the whole width.

MAKE-READY—A perfect impression cylinder combines with a rigid type bed to retain all the effects of the work of make-ready.

STEADY DRIVING—The bed motion gear alternately slides into mesh with the upper and lower racks during reversal of the bed, ensuring a consistently steady drive.

STABILITY—The cylinder, way frames, and type bed are exceptionally strong, and the roller tracks are so disposed beneath the bed as to distribute to the best advantage the impression load.

The L&M Two-Revolution Press is manufactured by Linotype & Machinery Limited, at their Broadheath Works, England. All communications relating to this press should be addressed to—

LINOTYPE & MACHINERY LIMITED

c/o Canadian Linotype Limited

68 TEMPERANCE STREET, TORONTO

A MERRY CHRISTMAS

CARRIED FORWARD

1919 ~~~~~~~~~~ 1920

We carry forward to 1920 a determination to make our Printing Inks and Rollers still more worthy of the name "CANADA" so that you will find satisfaction and profit in sending your orders to

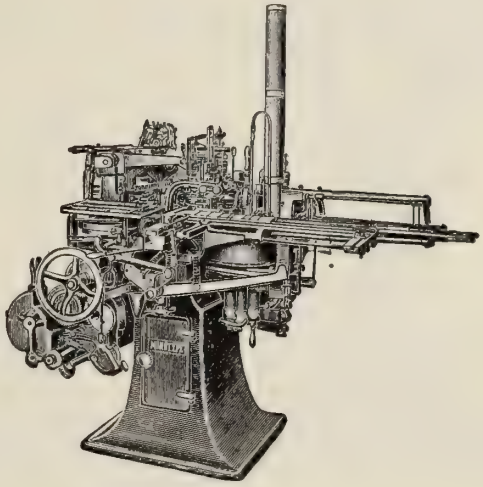
CANADA PRINTING INK CO., LTD.
15 DUNCAN STREET TORONTO

A PROSPEROUS NEW YEAR

Sold **60%** Productive Time is what the 1918 composite statement shows for the composing room.

Lost **40%** of all the time paid for was therefore wasted and lost in the non-productive operations.

But **100%** of the total time might have been made productive by the Monotype system of efficiency.



Investigate *the* Monotype

A composing machine
that excels all others

A type foundry
in the composing-room that supplies all needed material

A system of efficiency
that eliminates the non-productive operations and makes profits certain

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA
NEW YORK BOSTON
CHICAGO TORONTO

Monotype Company of California, SAN FRANCISCO

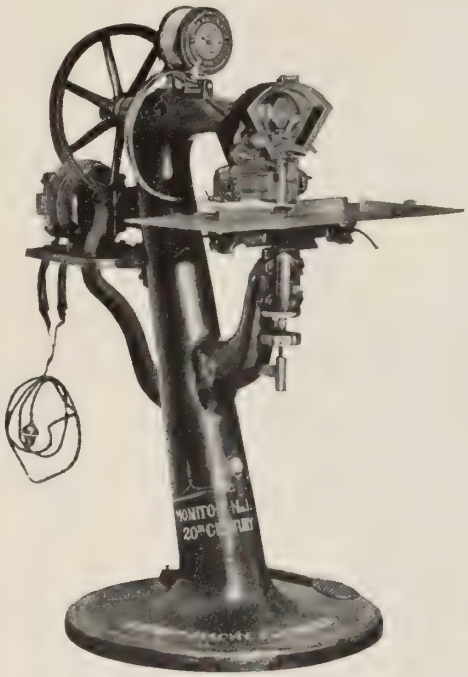
261

This advertisement is composed in Monotype No. 150 Series and Monotype Rule

Monitor Machinery Cuts the Cost of Production

MONITOR MACHINES deliver more work; lose less time through breakdowns; cost less to operate and maintain; last longer, depreciate less and command a higher trade and resale value than any other machines of their kind.

MONITOR MACHINES are built to endure. Designed right, built from the best material and with the highest grade of workmanship, they can always be depended upon to produce the work most efficiently.



No. 1 Monitor Wire Stitcher

In Use Nearly 100% of the Time

No. 1 MONITOR WIRE STITCHER is in operation a greater number of hours per day than any other size Wire Stitcher because of its adaptability to almost any stitching job.

This protects you against unproductive time and earns you a profit when machines of limited capacity are idle.

THE REASON:

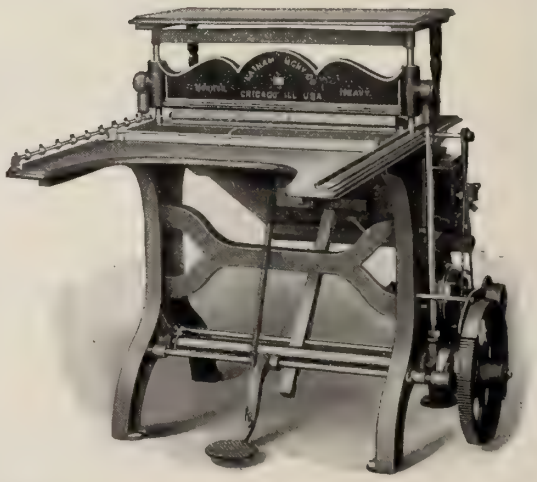
Capacity, 2 sheets—⅞ inch; wire used, No. 30 to 25 round and 20 x 25 flat. Speed, 150 R.P.M.

Buy this machine of general utility! Save on floor space and idle machinery!

Extra Heavy Perforator

Speed and Durability

The MONITOR EXTRA HEAVY PERFORATOR combines these two essentials. Equipped with Feed Gauge and Back Roll Delivery it is possible to make all parallel lines of perforation at one handling of the stock through the machine, thereby eliminating resetting the gauges and many handlings of the stock. The DIE PLATE in the machine is made of hardened tool steel. The STRIPPER is of heavy T bar iron with brass facing, insuring perfect alignment of the pins with the Die Plate without friction on the pins. The PINS are also hardened, but not as hard as the Die Plate. The PINS can readily be replaced at small cost in your own plant.



Sold in Canada by

H. J. LOGAN, 114 Adelaide St. W., TORONTO

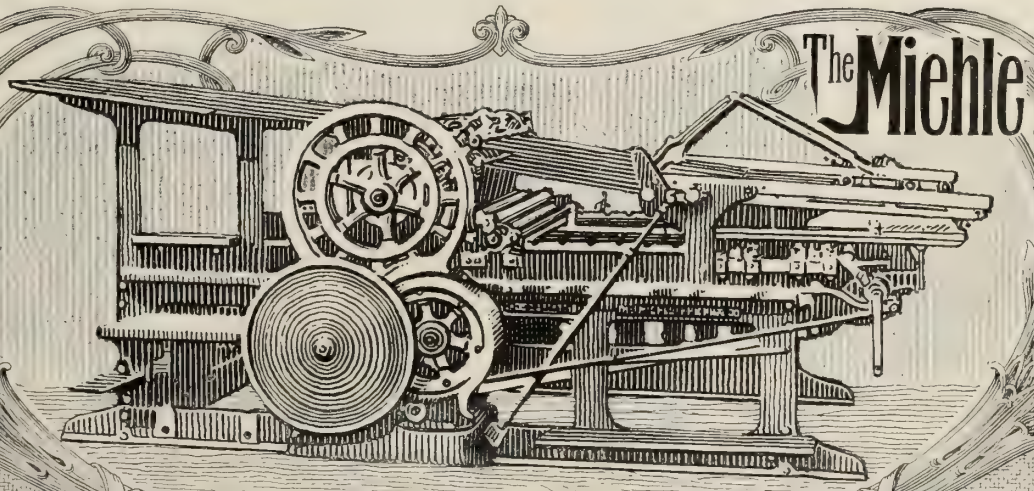
THE SHORTEST DISTANCE

MAKE-READY on the Miehle is a straight line, defined as the shortest distance between two points.

Between two jobs on a Miehle press the make-ready is a perfectly straight line; the utter convenience of the Miehle in this respect is so well known that it has become a byword.

In the Miehle, everything favors the ease and quickness of make-ready and nothing, absolutely nothing, tends to thwart the efforts of the pressman.

And, on the Miehle, when the job has once been made-ready, it *stays* made-ready.



MIEHLE PRINTING PRESS & MFG. CO.

Fourteenth and Robey Streets, Chicago

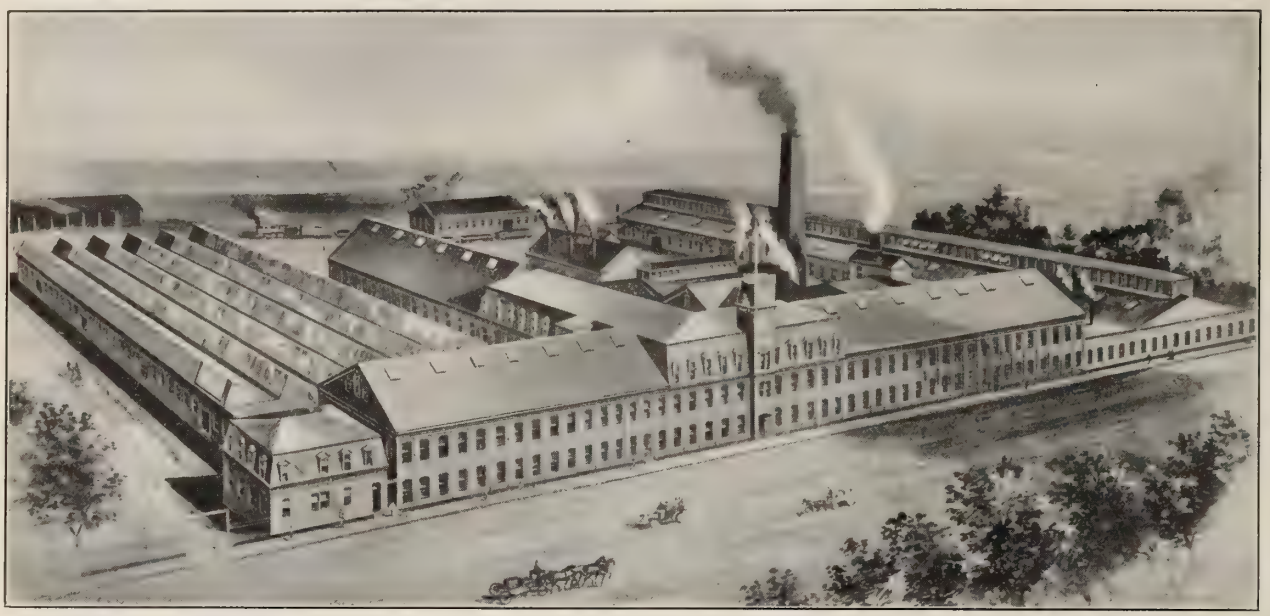
Distributors for Canada

TORONTO TYPE FOUNDRY CO., LIMITED

TORONTO MONTREAL WINNIPEG REGINA

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

The Plant Behind



Plant of the Babcock Printing Press Mfg. Co.—convincing evidence of the resources and stability behind every Babcock Optimus

WHEN considering the purchase of a cylinder press, the *experience* and the *resources* which have accumulated for more than thirty-six successful years in building Babcock Optimus Presses should mean a great deal to every printer and publisher.

EVERY workman, every tool and every part in the complete works owned by the Babcock Printing Press Manufacturing Company, at New London, Conn., is an invaluable asset to the printer or publisher who uses a Babcock Optimus.

THIS big industrial organization is behind you, constantly striving to make the Babcock Optimus more efficient and more serviceable —so that all users of the Babcock Optimus can always obtain the biggest possible profits from their investment. This is *service* which you cannot afford to overlook.

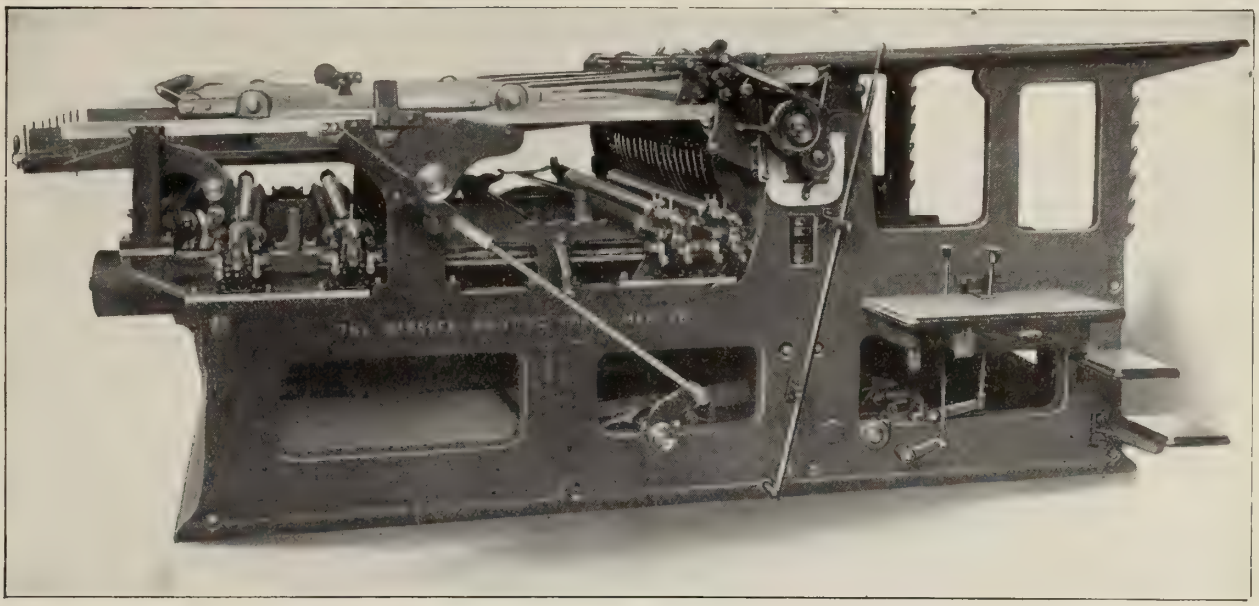
There's a Babcock Optimus for Every Purpose. Send for Catalogues

Babcock Printing Press

NEW LONDON, CONNECTICUT

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
Miller & Richard, General Agents for Canada: Toronto, Ontario, Winnipeg, Manitoba
John Haddon & Company, Agents, London, E. C.

the Babcock Press



There are nearly 8000 Babcock Presses in use, and Babcock Service has stood the test of thirty-six years

ASIDE from its *Universal Equipment*—an exclusive Babcock advantage—the Optimus is universally known for five distinguishing features: 1, Strength of Impression; 2, Perfect Ink Distribution; 3, Absolute Register; 4, Maximum Speed; 5, Faultless Delivery.

THERE are thousands of Babcock Optimus Presses in use to-day—many of which have been in continuous and successful operation for more than twenty years. Verily, this is convincing evidence that the Babcock Optimus insures highest quality work and maximum production at the lowest possible cost. YOU can't possibly afford considering a cylinder press without thoroughly investigating the advantages and economies of the Babcock Optimus. Our experts are always ready to co-operate with you — and without any obligation whatever on your part.

Our Best Advertisements Are Not Printed—They Print

Manufacturing Company

NEW YORK OFFICE, 38 PARK ROW

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
Miller & Richard, General Agents for Canada: Toronto, Ontario, Winnipeg, Manitoba
John Haddon & Company, Agents, London, E. C.

A BOOK CLOTH GUIDE

For

Publishers—Binders—Printers

A HANDY REFERENCE in choosing the cloth bindings for your catalogs and all other books.

This convenient desk set of HOLLISTON Book Cloths, including all the standard grades of cloths, will be furnished free.

The Holliston Mills
Norwood, Mass.

Large Stocks of all the Different Grades Carried in Toronto.

SOLE CANADIAN AGENTS

THE WILSON-MUNROE CO., LIMITED

TORONTO, ONT.

Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Send us the size of your press, and we will forward free of all cost to you, Sample Sheet of our Tympan Paper.

The Cromwell Paper Co.

Department P.P. **Jasper Place, Chicago, U.S.A.**

Trade

Mark

What Do You Know About

YOU know, of course, what engravings have been costing you.

You know that these costs have been going up, though not in proportion with other products in which skilled labor is so largely involved.

BUT you haven't known what these engravings were costing the engraver. Naturally! Because the engraver himself didn't know.

"Ridiculous," you say? We'll agree. But it is nevertheless a fact.

THE selling prices of engravings have, until quite recently, borne no relation whatever to the cost of producing each different class of engravings.

For many engravings, representing at least 50% of the output, too little was charged. Prices charged for the rest made up the deficit, if the engraver was fortunate in having enough work of this class.

BUT during the last year or two engravers have been finding out the actual cost of the different classes of work going through their plants. Conditions have forced them to do it. Efforts to get costs down to a basis where it was possible to make ends meet, made it necessary to find out what these costs actually were.

Alarmed on discovering that so many engravings were costing so much more than was being charged for them, engravers have sought each other's counsel and experience. Careful records were kept of the production costs of hundreds of engravings in a number of different establishments.

Published by the Cost

MANUFACTURING PHOTO

The Cost of Engravings?

Some of the results have been astonishing.

For example:—

One type of engraving was selling for $1.50 and showed an average cost to the manufacturer of $3.05.

Another type was selling for $3.50 and showed an average manufacturing cost of $5.04.

While but two examples are cited, this same divergence between the existing selling scale and the actual cost of manufacture seemed to permeate almost every class and style of engraving.

MANIFESTLY, the difference has been made up on other classes of work, or the engraver has lost money—a condition which cannot continue indefinitely.

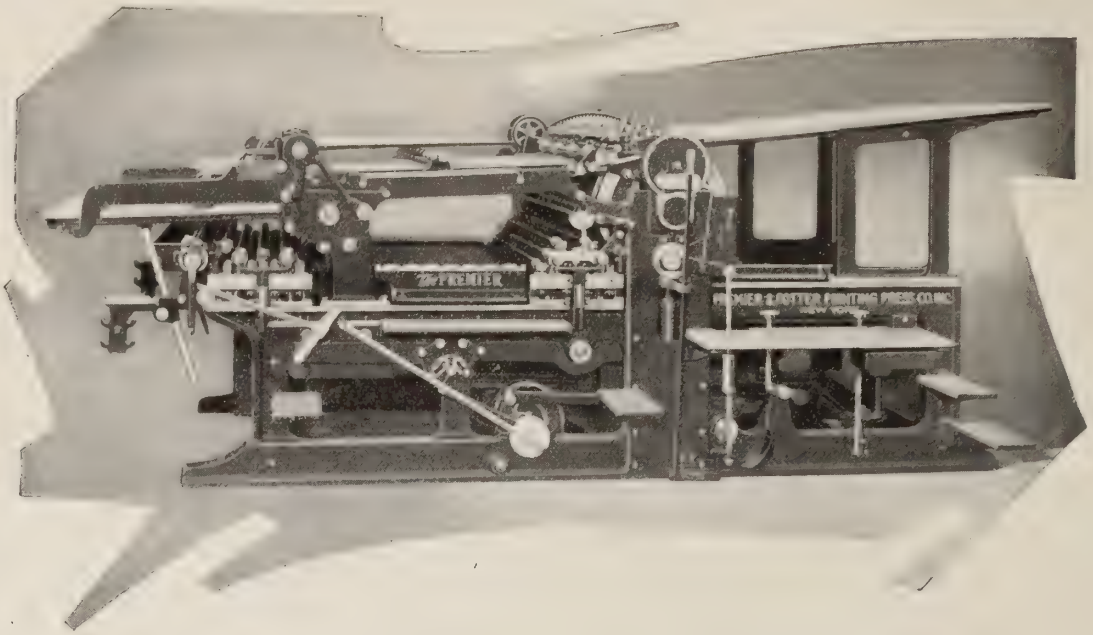
Confronted with these discoveries, engravers have been forced to the conclusion that they must cease selling a portion of their output at a known loss, and the balance at a sufficiently high price to offset the losses.

THE time has come when every type of engraving must stand by itself, and carry its own costs. It is the only fair and businesslike basis for charges. Nothing could be more "unreasonable" to the buyer, as well as to the seller, than charges figured on any other basis.

The cost figures of the different types of engravings have been carefully compiled and the final analysis will be found in the scale of prices known as Schedule F. This scale of prices is published for the benefit of all engravers, to show them the minimum price at which an engraving can be sold and afford a fair profit.

Committee of the

ENGRAVERS OF CANADA



Ten Years in the Running

Ten Years in the Running

JUST ten years since the cylinder of the first Premier Press sent its visible impression out to the reading world. And it is running to-day—that first press—in Boston. December 11, 1909, its natal day and still doing efficient work.

Each year has brought a number of refinements to the Premier; until to-day, with every modernity, an exemplification of skilled mechanism, *The* Premier Press is acknowledged the most satisfying of all cylinder printing presses—the leader in its field.

By sheer force of merit this position was won in a field supposedly preempted by competitive machines. It is more difficult to put a man out of a room, than it is to keep him out. Yet this, too, *the* Premier Press has done, in ten short years. It has done more than that. It has given to the printer a fast-running press which prints, uniformly, every dot in the form; which delivers a product of maximum quality, every working day of the year, with a minimum of lost time and effort—thereby creating a substantial and continuous profit for the owner.

It is with cordial greetings that this ten-year-old sends its thanks and appreciation to all the printers of the world, who have made it possible for *The* Premier to say: "Veni, vidi, vici!"

Premier & Potter Printing Press Co., Inc.

33 West 42nd St. - Aeolian Bldg. - New York

Canada West:	*Canada East:*	*Maritime Provinces:*
MANTON BROS.	GEO. M. STEWART	PRINTERS SUPPLIES LTD.
105 Elizabeth St.	92 McGill Street	27 Bedford Row
Toronto, Ont.	Montreal, P.Q.	Halifax, N.S.

The Spirit of the Season
prompts us again to express the pleasure
we derive from our business relations with you
and
on behalf of our entire Organization
we wish for you and yours
A Merry Christmas
and a
Happy and Prosperous New Year.

United Paper Mills, Limited
Toronto and Hamilton

Christmas 1919

The Don Valley Paper Co. Limited
TORONTO

Ask Your Jobber For

Manilla and Sulphite Tag

Good, Durable Tag Stock
at a Reasonable Price

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

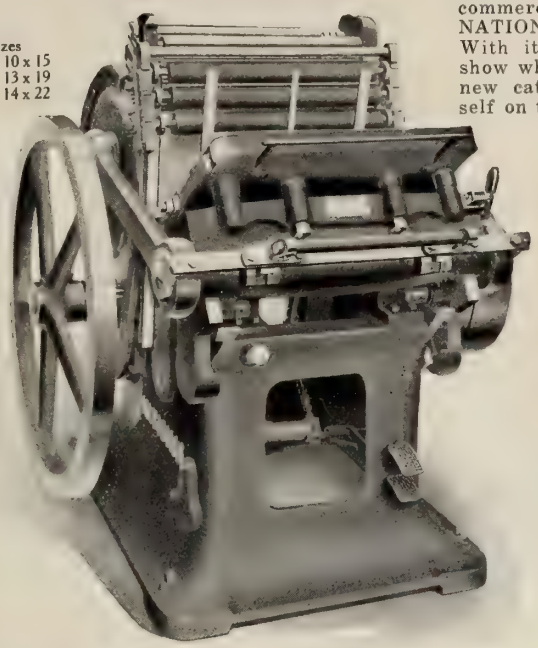
TORONTO, CANADA

The National

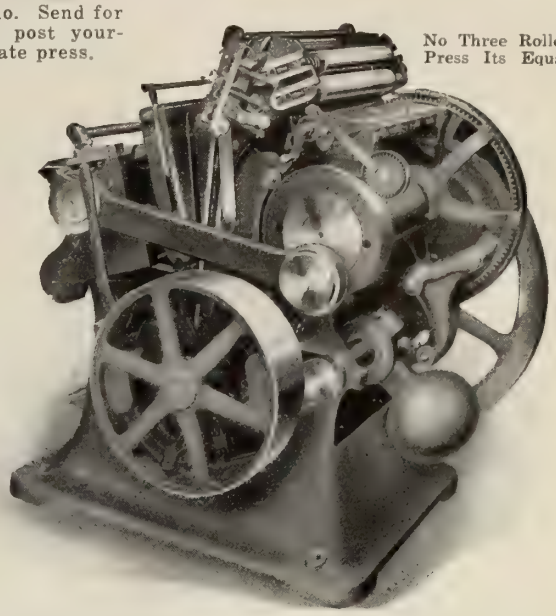
THE LEADING ALL-ROUND JOB PRESS
QUALITY WORK AND QUANTITY OUTPUT

We now introduce our Three-Roller NATIONAL Job Press for all kinds of commercial printing of the better class, requiring good distribution. The NATIONAL is simple in construction, easily operated, and very speedy. With it a good pressman can show what he can do. Send for new catalogue and post yourself on this up-to-date press.

Sizes
10 x 15
13 x 19
14 x 22

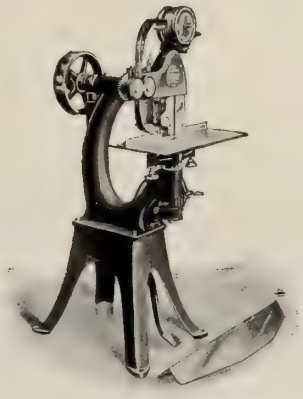


No Three Roller Press Its Equal



SPECIAL FEATURES: Roller adjustments, for regulating pressure of rollers and vibrators; graduated ink fountain feed, for accurately and automatically feeding to the distributing system the exact amount of ink required, at the instant the form rollers start on their downward motion; mechanism for tripping the lower form roller, thereby double rolling the form at each operation of the roller carriage; covered ink fountain, with tension spring to hold the adjustments of screws; extra heavy non-breaking steel crescents in vibrators; automatic platen guard; gear guard; sliding cam blocks in large gear in lieu of the old style friction roller; adjustable pinion shaft boxes with bronze bushings; drive on right hand side of press, insuring more even balance; Horton variable speed pulley, for both steam and electric drive; automatic counter; throw-off handle enameled; adjustable feed gages attached to platen.

Designed and Manufactured by **NATIONAL MACHINE COMPANY, Hartford, Conn.**



LET US SHOW AND DEMONSTRATE
A MORRISON FOR YOU

The Morrison "Perfection"
—*a Better Stitcher*

For thirty years the J. L. Morrison Company has been striving to build a better and better stitcher. The Morrison "Perfection" stitcher of to-day leads the world. Note the following points of extra usefulness obtainable only in the "Perfection": gives a positive feed—simple of adjustment—ease and speed in changing wire and threading—only one place for inserting wire—wire cannot kink—feed automatically adjusts itself to any size wire—holds and grips wire while being cut.

Send for Catalogue

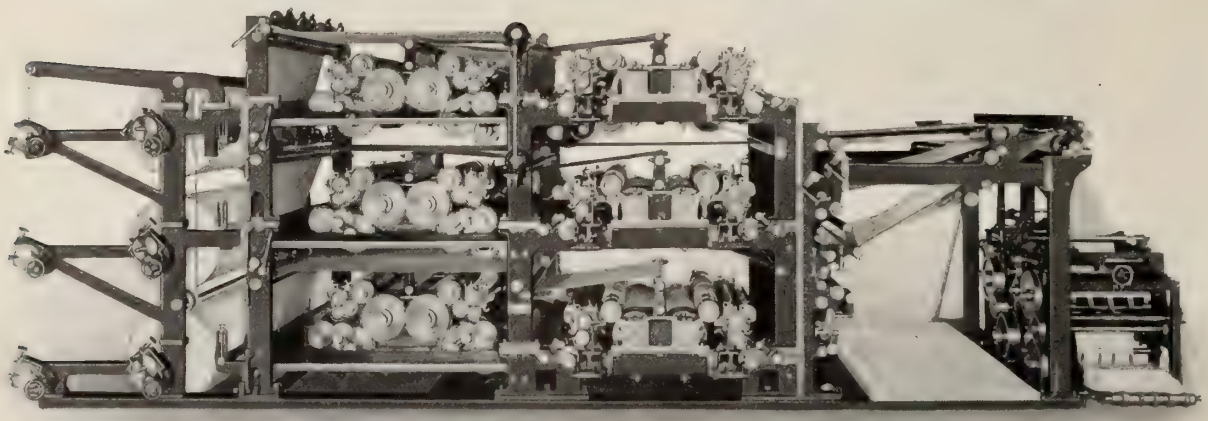
THE J. L. MORRISON CO.

Bookbinders', Printers', Litho' and Box Makers' Machinery

445-447 KING ST. WEST, TORONTO, ONT.

THE DUPLEX

THE METROPOLITAN ROTARY FOUR-PLATE WIDE 24-PAGE "ROTARY"



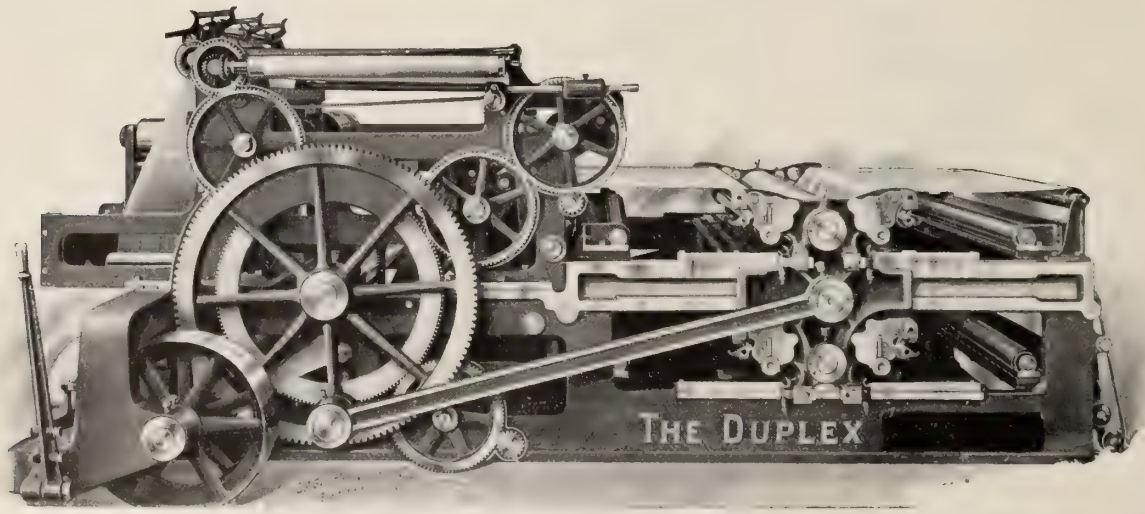
February 13, 1919

I have spent upwards of twenty-five years running rotary presses, and for the past four months have been in charge of the two 32-page Metropolitan Tubulars in the office of the Vancouver Daily Province, printing an afternoon edition of over 60,000 copies daily between twelve and four p.m., from 16 to 32 pages each, the average being 22 pages, from, of course, one set of plates for each machine.

While I have handled about everything else built in rotary machines, this is my first experience with the Tubular, and the results obtained have been somewhat of a surprise, for I realize **nothing approaching them would be possible** with the same or a greater page capacity in anything else now built. In other words, comparing them with the semi-cylindrical type, we have two quads, each of which gives us in an easier way, Octuple output, and they do it well. **Nothing I have used has the accessibility, flexibility** and **speed** of these machines. The appearance of the Province speaks for the quality of work done. Yours very truly,

J. R. LONE, Supt. "Province" Press Room, Vancouver, B.C.

DUPLEX FLATBED PRESS



Four, Six and Eight Page Model B—The World's Standard Press for Smaller Dailies

Capacity: 6,000 Per Hour Perfected Papers, Half or Quarter Fold

FULL DESCRIPTIVE DETAILS OF ALL OUR MACHINES

THE DUPLEX PRINT

Eastern Office: World Bldg., NEW YORK

THE DUPLEX

Some Recent Purchasers

Please note that these orders are not only widely distributed throughout the United States, but that they come also from Europe, South Africa, Brazil, Canada, Mexico (3), China (2), Cuba, Porto Rico, Spain, Chile, Hayti, Argentina, and British Columbia.

The Tubular Plate Rotary Press

Plate for plate it delivers in the same time, and at no more expense, twice the product of any other newspaper press.

Paris, France—64-page Tubular ..... *Nouveau Temps*
Copenhagen, Denmark—32-page Tubular..... *Berlingske Tidende*
Rome, Italy—32-page Tubular..... *Il Tempo*
Rome, Italy—32-page Tubular..... *El Epoca*
Albany, Georgia—16-page Tubular ..... *Herald*
Ironton, Ohio—16-page Tubular ..... *Register*
Colorado Springs, Colorado—16-page Tubular ..... *Gazette*
Wichita Falls, Texas—16-page Tubular ..... *Times*
Johnstown, Pennsylvania—24-page Tubular ..... *Democrat*
Bethlehem, Pennsylvania—20-page Tubular..... *Times*
Racine, Wisconsin—20-page Tubular..... *Journal*
Olean, New York—16-page Tubular..... *Times*
Cape Girardeau, Missouri,—12-page Tubular ..... *Missourian*
Johannesburg, South Africa—24-page Tubular (Repeat order)..... *Star*
Port Huron, Michigan—16-page Tubular (Repeat order) *Times-Herald*
Hazleton, Pennsylvania—16-page Tubular ..... *Plain-Speaker*
Pernambuco, Brazil—16-page Tubular..... *A Ordem*
Pernambuco, Brazil—16-page Tubular..... * * *
Alexandria, Louisana—16-page Tubular..... *Town Talk*
Muscatine, Iowa—16-page Tubular..... *Journal*
Paducah, Kentucky—16-page Tubular..... *Sun*
Sterling, Illinois—12-page Tubular..... *Gazette*
Danville, Illinois,—24-page Tubular..... *Commercial News*
Fremont, Nebraska—12-page Tubular..... *Tribune*
Boston, Massachusetts—16-page Tubular..... *Kuryer Bostonski*
Marietta, Ohio—12-page Tubular ..... *Times*
Steubenville, Ohio—16-page Tubular..... *Gazette*
Lexington, Kentucky—4-page Tubular unit..... *Herald*
Richmond, Virginia—Two 8-page Tubular units.... *News Leader*
Janesville, Wisconsin—8-page Tubular deck..... *Gazette*
Lewiston, Maine—4-page Tubular unit ..... *Sun*
New Haven, Connecticut—4-page unit..... *Times Leader*
Logansport, Indiana—4-page Tubular unit..... *Pharos Reporter*
Alliance, Ohio—4-page Tubular unit..... *Review*
Battle Creek, Michigan—8-page Tubular unit.. *Enquirer News*
Windsor, Ontario—8-page Tubular unit ..... *Star*
Bloomington, Illinois—4-page Tubular unit..... *Pantagraph*
Warren, Ohio—4-page Tubular unit..... *Tribune*
Sherbrooke, Quebec—4-page Tubular unit..... *Record*
Meadville, Pennsylvania—4-page Tubular unit ..... *Tribune*
Enid, Oklahoma ..... *News*
Lake Charles, Louisiana..... *American-Press*
Casper, Wyoming ..... *Daily Tribune*

Duplex Semi-Cylindrical Plate Presses

Madrid, Spain—Quadruple..... *La Jornada*
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Laramie, Wyoming ..... *Republic*
Clinton, Indiana ..... *Clintonian*
Vera Cruz, Mexico ..... * * *
Sapulpa, Oklahoma, ... *Herald*
Savannah, Georgia ..... *Hawkeye Eagle*
Shanghai, China ..... *Hsin Shun Pao*
Washington, Indiana ..... *Democrat*
Santiago, Cuba ..... * * *
Tampico, Mexico..... * * *
Tampico, Mexico ..... * * *
Seattle, Washington ..... *North American Times*
Santa Rosa, California ..... *Republican*
Louisville, Kentucky ..... *Masonic Home Journal*
Dublin, Georgia ..... *Courier-Herald*
Fredericksburg, Virginia ..... *Free Lance*
Ionia, Indiana ..... *Sentinel*
Goshen, Indiana ..... *Democrat*
North Attleboro, Massachusetts ..... *Chronicle*
Cleveland, Ohio ..... *English Daily News*
Morristown, New Jersey ..... *Jerseyman*
Waynesboro, Pennsylvania ..... *Press*
San Juan, Porto Rico ..... * * *
Waltham, Massachusetts—12-page ..... *Tribune*
Nashville, Tennessee ..... *Baptist Publishing Co.*
Gijon, Spain ..... *Noroeste*
Lewiston, Montana—12-page ..... *Democrat News*
Antofagasta, Chile—10-page ..... * * *
Winchester, Kentucky,..... *Democrat*
Santo Domingo, Haiti ..... * * *
Richmond, Kentucky ..... *Register*
Blackwell, Oklahoma ..... *News*
Annapolis, Maryland ..... *Capital*
Corsicana, Texas—12-page ..... *Sunlight*
Buenos Aires, Argentina..... * * *
Lewiston, Idaho—12-page ..... *Tribune*
Lawton, Oklahoma ..... *News*
Lawton, Oklahoma ..... *Constitution*
Shanghai, China ..... * * *
Vancouver, Washington ..... *Columbian*
Prince Rupert, B. C..... *News*
Centralia, Washington ..... *Chronicle*
Wellington, Kansas ..... *News*
San Francisco, California..... *Young China*
Jonesboro, Arkansas ..... *Tribune*
Jeanette, Pennsylvania ..... *News*
Gastonia, North Carolina ..... *Gazette*
Princeton, Indiana ..... *Clarion*
Florence, Alabama..... *Times*
Marlboro, Massachusetts ..... *Enterprise*
Chicago, Illinois ..... *Racing Form*
Milwaukee, Wisconsin ..... *Tribune*
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Manitowoc, Wisconsin ..... *New Times Publishing Co.*
Houlton, Maine ..... *News*

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Ready for Immediate Delivery

2 Model A Intertypes.

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(Standard equipment for above machines consists of one magazine, one font of matrices, thirty spacebands, Universal Mold with one pair of Mold liners, and one ejector).

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Intertype Mold Liners: 6 point 8 to 30 ems.
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12 " 13-14-15-16-17-18-19-20-21-22-23-24-27 ems.

MATRIX EQUIPMENT

6 point Old Style with Italics and small caps
8 " " " " " "
10 " " " " " "
12 " " " " " "
8 " DeVinne " " " "
10 " " " " " "
11 " " " " " "
12 " " " " " "
6 " DeVinne with Antique No. 3
8 " " " " No. 3
10 " " " " No. 3
6 " Century Expanded with Century Bold
8 " " " " " "
6 " No. 12 with Bold Face No. 1

Ejectors—6 point 8 to 30 ems.

One Matrix Slide Block (30 ems) with double rule slide.

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2 Intertype (Geared) 1-3 H.P., 230 volts D.C. Westinghouse Motors.

5 Linotype (Geared) ¼ H.P., 220 volts, D.C. Jenney Motors.

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1 Emerson (Belted) Linotype with Swinging Bracket, 104 V. 60 cycles, 1 phase.

2 Cushman (Belted) ¼ H.P., 220 Volts, D.C.

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1 Automatic Melting Furnace, 1000 lbs. capacity, for gas only.

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190 Galvanized Iron Galleys, 9 x 23.

We have on hand the above Intertype and Linotypes and Supplies, which have been overhauled and guaranteed in first class condition. Immediate delivery can be made.

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Do not trade in your old type-setting machine before first writing us and getting our price.

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WINNIPEG

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Reorganization Completed at C.P.A. Meeting

Nothing Else Had a Chance at the Sessions

REORGANIZATION of the Canadian Press Association took precedence over every other matter at the annual meeting in Toronto last month. Programmes were, to use a popular phrase, "shot to pieces." Members talked of nothing else, and sessions were devoted to little else. The cause for this was easy enough to see. The motion to take up this matter came early in the procedure of the general and section meetings, and once the debate was turned to that matter all else was forgotten.

It means considerable to the Association to be readjusted and made all over again after growing along in the same general direction for sixty-one years. It was thought by a few that it was a case of not being able to teach an old dog new tricks, but it was clearly demonstrated, by the reports that came in, that all the sections were agreeable to go ahead on the new lines.

M. R. Jennings, of Edmonton, speaking to PRINTER AND PUBLISHER, after the section was over and the changes had been made, expressed his satisfaction at the outcome of the negotiations, and he was certain that once all the sections had given the new order of things a fair trial, they would recognize fully the advantage that would accrue to them from specialized service. Mr. Jennings was also well pleased that the whole change had been brought about without any disruption of the parent association, the Canadian Press Association.

What Was Done

It was decided by unanimous vote to reconstruct the association by the creation within the membership of three separate bodies serving daily newspapers, weekly newspapers and trade and class publications respectively, each affiliated with the parent organization, but each having its own business office, manager and staff, and fixing its own membership fees to meet the cost of whatever service it may decide to give its members.

This reconstruction was effected in response to the desire of many members that each section should have the power to extend its service in as large a degree as its members desired and were willing to pay for. It will make possible a much more extensive service to the various classes of members than could be given by the existing organization. It was brought about by unanimous vote and with the utmost good feeling on the part of all three sections.

The basis of reconstruction adopted was prepared and recommended by a committee of fifteen composed of five representatives of each section. This committee was elected by the several sections in accordance with a recommendation of the Board of Directors, following consideration of the whole situation by that body on the evening previous to the annual meeting. This committee of fifteen reached a unanimous conclusion, which was approved first by the several sections and then by the general association.

Basis of Reconstruction

The committee's report, which indicates clearly the basis of reconstruction decided upon, was as follows:

"The following committees representing the various sections of the association met to consider a possible reconstruction of the association:

"Weekly Section: Messrs. Pearce, Calnan, Sayles, Ball and French.

"Daily Section: Messrs. Jennings, Burd, Preston, MacKinnon and Ross.

"Trade and Class Section: Messrs. Burrows, Elder, Hugh MacLean, J. B. MacLean and Weld.

"It was resolved unanimously that the committee recommend as follows:

"First: That the publishers of daily papers form a Canadian daily paper association affiliated with the C.P.A., establishing their own business office and manager, and paying their own expenses.

"Second: That the publishers of weekly papers form a Canadian weekly paper association affiliated with the C.P.A., establishing their own business management and paying their own expenses.

"Third: That the publishers of trade and class papers form a trade and class paper association affiliated with the C.P.A., establishing their own business management and paying their own expenses.

"Fourth: That each affiliated association shall appoint ten delegates to form a council for the government of the C.P.A.

"Fifth: The council of the C.P.A. shall elect annually the president and officers of the association.

"Sixth: That it shall be obligatory upon each affiliated association to constitute all its members of the C.P.A., at whatever subscription or subscription rates the council of the C.P.A. shall fix, that the council of the C.P.A. shall fix the date and place of the annual meeting each year, and that, except by special arrangement of the council of the C.P.A., each affiliated association shall hold its annual meeting at the same period and place."

Reconstruction Effective January 1, 1920

The reconstruction decided upon will become effective on January 1, 1920. The retiring officers, Board of Directors and committees of Canadian Press Association, Inc., were continued in office until that date when the Board of Directors of thirty provided for in the new by-laws of Canadian Press Association, Inc., will take charge of the affairs of that organization and the new organizations of daily newspapers, weekly newspapers and trade and class publications will commence their

respective operations. Meanwhile, the retiring Board of Directors of Canadian Press Association, Inc., will decide upon an equitable basis of distribution among the three new associations of the furniture, records and other assets that will not be required by the parent organization under the new plan.

COUNCIL AND OFFICERS OF REORGANIZED C.P.A.

The new associations of daily and weekly newspapers respectively, were organized during the afternoon of November 28, and they have elected representatives on the Board of Directors of the reorganized Canadian Press Association, Inc., as follows:

Representing Canadian Daily Newspapers' Association: M. R. Jennings, Edmonton *Journal;* F. J. Burd, Vancouver *Province;* J. E. Atkinson, Toronto *Star;* J.G. Elliott, Kingston *Whig;* C. F. Crandall, Montreal *Star;* Henri Gagnon, Quebec *Le Soleil;* John T. Hawke, Moncton *Transcript;* G. Fred Pearson, Halifax *Chronicle;* W. B. Preston, Brantford *Expositor.*

Representing Canadian Weekly Newspapers' Association: A. E. Canlan, Picton *Gazette;* A. R. Brennan, Summerside *Journal;* Mrs. P. M. Fielding, Windsor *Tribune;* R. A. N. Jarvis, Newcastle *Union-Advocate;* C. Kerr Stewart, Three Rivers *Chronicle;* D. Williams, Collingwood *Bulletin;* J. L. Cowie, Carberry *News-Express;* S. N. Wynn, Yorkton *Enterprise;* H. G. McCrea, Hanna *Herald;* J. W. Ellis, Merritt *Herald.*

The trade and class publishers have not completed their organization, but the Trade and Class Section has elected provisionally the following representatives on the Board of the reorganized Canadian Press Association, Inc.: John Weld, *Farmers' Advocate,* London; T. J. Tobin, *Canadian Countryman,* Toronto; H. V. Tyrrell, MacLean Publishing Co., Ltd., Toronto: F. O. Campbell, *Canadian Courier,* Toronto; J. C. Elder, Presbyterian Publications, Toronto; R. M. Burns, *Catholic Record,* London; Lt.-Col. J. B. Maclean, MacLean Publishing Co., Ltd., Toronto; Hugh C MacLean, Hugh C. MacLean, Ltd., Toronto; J. J. Salmond, *Monetary Times,* Toronto:; Acton Burrows, *Canadian Railway & Marine World,* Toronto.

The Board of the reorganized Canadian Press Association, Inc., held its first meeting late in the afternoon of November 27. E. Roy Sayles, Port Elgin *Times,* was elected president, and F. J. Burd, Vancouver *Province,* was elected vice-president. The selection of a secretary was left to Mr. Sayles and Mr. Burd.

WEEKLY NEWSPAPERS FIRST TO COMPLETE THEIR ORGANIZATION

The weekly newspapers were the first to organize a separate association under the basis of reconstruction decided upon at the annual meeting. Their organization was completed during the afternoon of November 28. It is to be known as the Canadian Weekly Newspapers' Association.

Officers and directors were elected as follows: President, A. E. Calnan, Picton *Gazette;* past president, P. George Pearce, Waterford *Star;* first vice-president, V. C. French, Wetaskiwin *Times;* second vice-president, A. R. Brennan, Summerside *Journal;* secretary, A. R. Alloway, Oshawa *Reformer.* Executive Committee: the foregoing and C. J. McGillivary, Antigonish *Casket;* Fred H. Stevens, Hartland *Observer;* Rev. A. H. Moore, St. John's *News;* J. E. Herbert, *Le Peuple,* Montmagny; W. R. Davies, Renfrew *Mercury;* J. A. MacLaren, Barrie *Examiner;* Lorne A. Eedy, Walkerton *Telescope;* C. P. Monteith, Aylmer *Express;* Mrs. W. J. Rowe, Manitou *Western Canadian;* Roy G. Ashwin, Milestone *Mail;* S. R. Hodson, Okotoks *Review;* L. J. Ball, Vernon *News.*

The following were appointed chairmen of committees: Advertising, W. R. Davies, Renfrew *Mercury;* Circulation, P. George Pearce, Waterford *Star;* Job Printing and Estimating, A. R. Brennan, Summerside *Journal;* Membership and Field Work, J. J. Hunter, Kincardine *Review;* Postal and Parliamentary, Rev. A. H. Moore, St. John's *News;* Newsprint, E. Roy sayles, Port Elgin *Times.*

CANADIAN DAILY NEWSPAPERS' ASSOCIATION ORGANIZED

The daily newspaper publishers in attendance at the annual meeting continued in session throughout Saturday, November 29, and completed the organization of the Canadian Daily Newspapers' Association with the adoption of by-laws and the appointment of officers and committees.

M. R. Jennings, Edmonton *Journal,* was elected president; P. D. Ross, Ottawa *Journal,* vice-president, and Geo. E. Scroggie, Toronto *Mail and Empire,* treasurer.

W. J. Taylor, Woodstock *Sentinel-Review,* was made past president by virtue of his being the retiring president of Canadian Press Association, Inc., the parent body.

The Board of Directors will consist of the officers and the following: G. Fred Pearson, Halifax *Chronicle;* E. W. McCready, St. John *Telegraph;* Lord Atholstan, Montreal *Star;* Hon. Smeaton White, Montreal *Gazette;* Henri Gagnon, Quebec *Le Soleil;* V. E. Morrill, Sherbrooke *Record;* Irving E. Robertson, Toronto *Telegram;* J. E. Atkinson, Toronto *Star;* T. H. Preston, Brantford *Expositor;* H. B. Muir, London *Free Press;* W. R. Givens, Kingston *Standard;* E. H. Macklin, Winnipeg *Free Press;* Burford Hooke, Regina *Leader;* J. H. Woods, Calgary *Herald;* F. J. Burd, Vancouver *Province.*

The Executive Committee of the Board selected in accordance with the new by-laws consists of the president, Mr. M. R. Jennings, Edmonton *Journal;* the past president, Mr. W. J. Taylor, Woodstock *Sentinel-Review;* Mr. P. D. Ross, Ottawa *Journal;* Mr. J. E. Atkinson, Toronto *Star;* Hon. Smeaton White, Montreal *Gazette.*

The Board of Directors of the new organization appointed the following committees:

Paper Committee: Messrs. P. D. Ross, Ottawa *Journal;* J. E. Atkinson, Toronto *Star;* E. H. Macklin, Winnipeg *Free Press,* and John R. Robinson, Toronto *Telegram.*

Advertising Policy Committee: Messrs. Geo. E. Scroggie, Toronto *Mail and Empire;* H. B. Muir, London *Free Press;* W. B. Preston, Brantford *Expositor;* M. W. McGillivray, Montreal *Star;* Lt.-Col. R. F. Parkinson, Ottawa *Journal.*

Advertising Promotion Committee: Messrs. W. B. Preston, Brantford *Expositor;* H. B. Muir, London *Free Press;* N. T. Bowman, Toronto *Telegram;* Wesley McCurdy, Winnipeg *Free Press;* W. S. Marson, Montreal *Star.*

Postal and Parliamentary Committee: Messrs. Wilson Southam, Ottawa *Citizen;* J. H. Woods, Calgary *Herald;* P. D. Ross, Ottawa *Journal;* W. A. Buchanan, M. P., Lethbridge *Herald;* Eugene Berthiaume, Montreal *La Presse.*

Costs and Records Committee: Messrs. F. J. Burd, Vancouver *Province;* Wesley McCurdy, Winnipeg *Free Press;* G. A. Disher, Ottawa *Citizen;* J. E. Atkinson, Toronto *Star;* W. J. Taylor, Woodstock *Sentinel-Review.*

Mr. J. S. Douglas, Toronto *Mail and Empire,* was appointed chairman of the Circulation Committee and given power to select that committee.

The president was empowered to select a Labor Committee.

TRADE AND CLASS PUBLICATIONS WILL ORGANIZE LATER

The publishers of trade and class publications have not yet completed their separate organization under the new arrangement. It is likely a special meeting will be held for that purpose about the first of the new year. Meanwhile the retiring officers of the Trade and Class Paper Section are continuing as provisional officers of the new organization.

Mr. John M. Imrie has been appointed secretary and manager of Canadian Daily Newspapers' Association, and

will assume the duties of that office on January 1, 1920. Mr. Imrie has been for eight years secretary or manager of Canadian Press Association, Inc.

NEW BY-LAWS OF CANADIAN PRESS ASSOCIATION, INC.

Following the adoption of the report of the Committee on Reconstruction, the same committee was asked by vote of the general association to submit a draft of the new by-laws of Canadian Press Association, Inc. In this work also the committee was able to reach a unanimous conclusion, and the draft by-laws submitted by it were adopted by a unanimous vote of the general association.

MEMBERSHIP

1. The association shall be composed of the affiliated organizations, representing respectively the Daily Press, the Weekly Press and the Trade and Class Press.

2. The membership shall consist of members of the affiliated associations.

3. For the purposes of more effective local organization, the members of the association may be divided into territorial divisions.

FEES

1. The annual fees for membership in the association shall be fixed by the Board of Directors as the financial requirements demand.

ANNUAL MEETING

1. The annual meeting of the association shall be held in such place and at such time as may be decided by the Board of Directors, to receive the annual reports and for all other business and general purposes relating to the affairs of the association.

2. The president may call a special meeting of the association at any time, and shall do so on the written request of fifty members.

3. One hundred members, of whom fifty may be represented by proxy, shall constitute a quorum in the association for the transaction of business.

4. The Board of Directors shall elect annually the president and officers of the general association.

5. The Board of Directors shall consist of thirty members, of whom the affiliated organizations shall each elect ten members. Ten members shall constitute a quoroum, of whom there must be at least three from each section.

6. The officers shall consist of a president, vice-president and a secretary-treasurer.

DUTIES OF OFFICERS

1. It shall be the duty of the president to preside at all meetings of the general association and of the Board of Directors, and to enforce compliance with the Constitution and By-laws. He shall be, ex-officio, a member of all standing committees of the general association.

2. It shall be the duty of the vice-president to assist the president in the discharge of his duties, and to assume such duties in the absence of the president.

3. The secretary-treasurer shall pay out all monies on behalf of the association, and in conjunction with the president, sign all cheques. He shall cause to be kept the minutes, the accounts of the association and perform such other duties as are required in connection with his office.

4. An auditor shall be appointed at the annual meeting, whose duty it shall be to examine the books, accounts and records of the general association.

5. At each annual meeting of the association the Board of Directors shall submit a report of the business they have transacted during the year.

AMENDMENTS TO BY-LAWS

1. Any of these by-laws may be amended at any annual general meeting, or at any special meeting of the association, by two-thirds of the votes present at such meeting or represented by proxy. No amendment shall be considered unless it has been sent to the association's office at least one month prior to the meeting at which it would have to be considered. A copy of each proposed amendment must be sent to each of the affiliated organizations. The Board of Directors may consider and report upon each suggested amendment.

ADVERTISING TOPICS AT WEEKLY SESSION

The various advertising topics on the program were thrown open for free discussion, led by Mr. Lorne Eedy, Walkerton *Telescope*. Mr. Eedy reported for the Special Weekly Committee, which met last spring and issued a standard weekly rate card. The objects of issuing such a card were: To encourage every weekly paper to get out a rate card; to simplify and standardize the form of such cards; and to offer a suggestion as to what minimum rates in the average town weekly should be. Constantly increasing costs make the suggested rates, which were struck nearly a year ago, very low, but the standard rate card is still valuable, in furnishing a basis for the weeklies to build upon. Many members have already utilized the standard rate card, and many more asked for copies at the meeting. We understand that a limited number of copies are still available for inquirers at the central offices.

The section decided against committing itself on the matter of paying the agencies commission on bank advertising. All the weeklies are now paying either full or partial commission. As the agencies did not originate this business, several speakers thought that ten to fifteen per cent. was sufficient remuneration for their service.

The ready-print idea came in for several slams during the advertising discussion. Some members thought that the selling of space at 4 cents an inch on the ready-print side had a marked tendency to keep down foreign rates. One publisher told how he was getting a good rate for foreign advertising that his competitor was carrying on the inside and therefore missing.

The possibilities of encouraging foreign advertising by performing little direct services, were discussed. One publisher told of being asked by a national advertiser to see how his billboard advertising was displaying in the town. He found the posters torn down, and on reporting to the manufacturer, was rewarded with a box of chocolates. Another publisher, who received a similar request, photographed the delinquent billboard and received a "more substantial reward." The leader of the discussion pointed out that the billboards, street cars, and other competing media were very keen on proportion work, and it was up to the weeklies to give some attention to "service."

Several members told how "Dollar Day" had brought them much new business. Messrs. Donly of Simcoe, Fleming of Owen Sound, and McLaren of Barrie, spoke favorably of the value of Dollar Day. The value of securing the active co-operation of the merchants, preferably to have them meet and organize, was pointed out.

The flooding of the mails with requests from Government departments for free publicity, and the waste through sending out great volumes of Government bulletins and blue books, was pointedly criticized. Manager Imrie told how he had personally brought the attention of Ministers of the Crown to the matter, pointing out that the constant requests for free publicity might militate seriously against the success of real campaigns when the co-operation of the press might be sought in time of crisis. Mr. Imrie looked for a curtailment of the practice.

WEEKLY AND SALE PRICES

The matter of subscription rates charged by the association members is a matter of general interest.

Forty-four daily newspapers increased their subscription rates during the past association year. In some cases the increase was in mail or delivered subscription rates, in others the per copy rate, while in other cases again there was a general increase in all classes of subscription rates.

At the close of the association year on 30th April, 1919, data regarding subscription rates was in the association's

files in regard to 103 of the 116 daily newspapers in Canada. The situation in regard to subscription rates by mail of these 103 daily newspapers is as follows: 5 charge $2.00, 4 charge $2.50, 43 charge $3.00, 2 charge $3.50, 26 charge $4.00, 16 charge $5.00, 4 charge $6.00, 1 charges $6.20 and 2 charge $7.00—all of these being the subscription rate by mail per year. As to the per copy rate, only 9 of these 103 daily newspapers are adhering to the old 1c per copy rate; 46 charge 2c per copy; 17 charge 3c per copy and 31 charge 5c per copy.

$1.50 Campaign for Weekly Papers

Forty-seven rural weekly or semi-weekly newspapers adopted the $1.50 subscription rate during the year. There are at present four hundred and six rural weekly or semi-weekly newspapers in Canada charging $1.50 or more. These newspapers are divided among the several provinces as follows:

Nova Scotia	24
New Brunswick	19
Prince Edward Island	2
Quebec	4
Ontario	200
Manitoba	31
Saskatchewan	40
Alberta	43
British Columbia	43
Total	406

These figures indicate that more than 50 per cent. of all rural weekly and semi-weekly newspapers in Canada are now charging $1.50 or more per year. In some of the provinces the proportion is very much higher.

With very few exceptions the newspapers that have adopted the $1.50 rate have experienced no permanent decrease in circulation as a result of the change. Even at $1.50 per year a good weekly newspaper is about the cheapest article on the market to-day.

During the past year the experiences of many publishers who have made the change to the $1.50 rate have been reported in the bulletins for the information and encouragement of other publishers considering similar action.

Recognition of Agencies

Advertising agencies recognized by the C.P.A. at present are:

Advertising Service Co., Ltd., The
Baker Advertising Agency, Limited
Canadian Advertising Agency, Limited
Dean E. Sterling Advertising Agency, Limited
Desbarats Advertising Agency, Limited.
Financial Advertising Co., of Canada, Ltd.
Gagnier Advertising Service (now being operated under name of Consolidated Advertising Service).
Gibbons, J. J., Limited
Hamilton Advertisers' Agency, Limited
Imperial Publishing Co., Limited
H. K. McCann Co., Limited
McConnell and Fergusson
A. J. Massie, Ltd.
McKim, A., Limited
MacPherson-McCurdy, Limited
Muller, R. Sykes Co., Limited
Norris-Patterson, Limited
Press Agency Bureau, Limited
Rowlatt, F. Albany, Advertising Agency
Smith, R. C. & Son, Ltd.
Smith, Denne & Moore, Limited

Labor Conditions

T. H. Preston, of Brantford, drew attention in his report to the need for some arrangement that would give Canadian publishers the advantage of the arbitration clause extended to members of the A.N.P.A. by the I.T.U.

The work of collecting information from Canadian publishers had not met with much success. The report sets forth: In connection with the correspondence with the several International Typographical Unions, two questionnaires were sent to members of the Daily Section and the response to these questionnaires did not indicate as keen an interest in the question of arbitration as your committee had expected. Only thirty-six daily newspapers replied to the first questionnaire, and of these twenty-four favored the negotiation of arbitration agreements, seven were opposed and five did not express their views with sufficient clarity to permit classification. The second questionnaire was answered by only fifteen daily newspapers, and of these nine favored the negotiation of arbitration agreements by Canadian Press Association, Inc., one was opposed and five were not interested in the matter.

The question of apprenticeships is thus dealt with: There has been a noticeable increase in the amount of labor required in different newspaper offices without a corresponding increase in the number of printers available. Your committee believes the International Typographical Union should be approached with a view to relaxing the rules regarding the proportion of apprentices that may be employed. It is suggested also that publishers should pay more attention to the proper training of apprentices. In this connection your committee notes with pleasure that in Toronto, and possibly in other cities, the agreement with the local Typographical Union provides that the apprentices shall attend certain classes at the Technical School one afternoon a week, their wages to continue during this time.

Two members, who have retired from active newspaper work, were remembered by the association, Mr. W. E. Smallfield, who has sold his paper at Renfrew, and Mr. J. F. McKay, who is now secretary-treasurer of the Willys-Overland Co., Ltd. They were presented with illuminated addresses as a token of the esteem in which they are held by their former confreres. The addresses were read by Mr. J. G. Elliott, of the Kingston "Whig," chairman of the Editorial Committee, and the presentations made by the president, Mr. W. J. Taylor.

Editorial Night a Success

Speakers at the editorial night conference were J. W. Dafoe, of the Winnipeg "Free Press." Mr. Dafoe had covered the peace conference for the Canadian papers, and dealt at length with the status of Canada in the new order of things.

Mr. Arthur Elliott Sproul, editor of the Canadian Section of the New York "Sun," spoke on the desire of his paper for improved relations between Canada and United States. He said the owners of the "Sun" were not crusaders, but just common North American citizens like the rest, trying to get a living in the business, but above and beyond that pulling their oar in the boat and trying to make this planet a little better place to live in. "We are neither trying to elect anybody nor to change the tariff," said he. "We are simply trying to give information. This world is deplorably ignorant at the present time. The great object of the New York "Sun" is to do something that will help humanity, that will help the world along by informing our people. Our efforts are directed at the people on our own side of the line. It is pitiful the ignorance that exists in the United States about this good country of yours. Our people are very busy with their own affairs, and Canada has not taken the pains, has not made the wise effort which I hope she will make, to show the people of the United States what she has got in this Dominion. Canada buys more from the United States than all the South American countries put together. You should try to inform the American people, who are well disposed toward you, about the things you have to sell to them.

The Retiring President

Mr. W. J. Taylor, retiring president, went into the

matter of the part played by the Canadian press and the Victory Loan, and to the splendid work rendered by many of the publishers at great personal inconvenience. Looking toward the future, Mr. Taylor said:—

"What work can the press of Canada do, in what undertaking can it engage, to make Canada a better place to live in and more attractive to desirable emigrants from countries whose peoples are so constituted that assimilation with ourselves is possible and advisable? If I were asked to suggest something that the press of Canada might do to pave the way for such a condition, I would say that amongst other things the press should cultivate a keen eye for social and industrial justice, that I should advocate and continue to advocate the abolition of privilege and concern itself with the interest of the masses; and I would say that the press should prepare itself to speak in a way that succeeding generations will reap the benefit, and thus leave behind memorials of an imperishable service to the Canadians who will come after us. To do this newspapers require, above all other things, courage and energy and a sincerity and honesty of purpose. They must show character and leadership, and, last but not least, a sincere anxiety to serve the people; given these, there is no limit to what the newspapers can accomplish.

HIGH COST MUST GO

"I have no desire to be looked upon as a pessimist, nor do I desire to sound any unnecessary note of alarm. At the same time, I believe I would be shirking my responsibility if I did not say that I believe that too much of the prosperity that we see about us unduly inflated, and of too artificial a nature, and therefore ephemeral. I do not believe that the present inflated prices of commodities can continue indefinitely. The sooner we realize this the better it will be for all of us. It seems to me that if there ever was a time when the press should preach and continue preaching the necessity for thrift and economy, the present is the opportune moment. Governments, both Federal and Provincial, corporations, both large and small; individuals as a whole, have been spending money as though there were no limits to its source, in my judgment unless the nation as a whole and the people as individuals stop for a time and take stock and begin to make some provision for the morrow, the day of reckoning will surely come.

"My remarks apply just as much to newspaper proprietors as to any other class in the community. We all know, or should know, that we too have caught the contagion and have been spending money on plant, equipment and services as though there were no end of prosperity in sight. The present is a time for serious stocktaking.

INCOME PRODUCTION

"Another matter I would like to refer to briefly. Canada is a sparsely settled country. Its eight million people, scattered over a territory four thousand miles wide, carry a national debt, to say nothing of provincial, municipal and private debts, now approaching two billion dollars; this with an unfavorable trade balance with our rich neighbor to the south of us. To meet the interest charges on these obligations and to right this trade balance we must, where possible, decrease our imports of things unnecessary, and at the same time increase our exports to our neighbor to the south. An increase of exports cannot be accomplished without an increase in production; and increased production and further decreases in the number of working hours do not go hand in hand. I sympathize with a man who tries to get all he can for his labor. In my judgment he is entitled to all he can get, but, he must earn it if the getting is to be of any real value to him. The present is the opportune time, it seems to me, for him to earn it, and he must be taught to think so.

REWARD FOR WORK

"Canada's future is secure if the people as a whole can be brought to realize that wealth is created by brain and muscle and that the harder one works, the greater is the reward. Here the newspapers have a golden opportunity. The newspapers are the text-books of the masses, and the masses are those who produce the wealth, and they look to the newspapers for counsel and guidance. The opportunity to serve the state once more rests in the hands of the men who are assembled here to-day, an opportunity to preach day in and day out, not only the advisability, but the actual necessity of the doctrine of thrift and economy, the doctrine of work and production. The agitation for shorter hours and higher pay at the same time seems to have become a disease. The continuance of this joint demand means to me that in the final analysis labor is after all merely committing suicide. It has been proven time and time again that thrift, economy and a desire on the part of the people to work and earn what they receive are, after all, the keys which will open the doors of happiness and prosperity for any nation and people."

THE WOMEN JOURNALISTS

Miss G. C. M. White, of the *Globe*, was one of the speakers at the morning session the second day, taking "Women and Journalism" as the subject. Premier Drury was introduced to the meeting at this time, and given a rousing reception. He touched on the pleasant relations he had had with newspapermen in general since taking office in Toronto. He asked his critics not to spare his ministry when they were at fault, but along with criticism take trouble to point out the better way. A touch of humor was added to the situation when Premier Drury announced that, as evidence of his sincerity to do away with patronage, they had decided to abolish the newspaper patronage list.

Winnipeg Employing Printers Meet

At a recent meeting of the Employing Printers' and Bookbinders' Association of Winnipeg, the agreement with the Pressmen's Union was amended by raising all wage rates by $6 per week, the new rates to remain in force until the agreement expires on June 30th next. The wage rates, based on the 48-hour week, now are:

Gordon pressmen in charge of one or two presses	$24.00
Gordon pressmen in charge of three or more presses	30.00
Experienced cylinder feeders	24.00
Osterlind or Kelly pressmen	30.00
Cylinder pressmen	35.00

A draft of a proposed agreement with the Typographical Union to govern the employment of apprentices in composing rooms was carefully considered and then referred back to the Apprentice Committee to be again taken up with the Union Committee.

A proposal, coming from Vancouver, for the formation of a Western Canadian Employing Printers' Association—and ultimately an all-Canadian Association — was dealt with and was laid over for further consideration.

The Association has had all agreements with the printing trades organizations printed. Every member should see that he gets a copy and keeps it handy.

The *Christian Guardian* has issued its ninetieth birthday number, it having been founded as a religious weekly, the oldest in Canada, as long ago as 1829, with that sturdy champion of civil and religious liberty, the Rev. Egerton Ryerson, as its first editor. The anniversary has been fittingly commemorated by the issue of a special number.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - Business Manager
A. R. KENNEDY - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - - - President
H. T. HUNTER - - - - - - Vice-President
H. V. TYRRELL - - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England.

Vol. 28. PRINTED AT TORONTO, DEC. 1919. No. 12

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The Chain of Papers Idea

THE United Farmers' Convention is going to consider the matter of organizing a chain of papers across the continent. The plan seems to be, according to information reaching PRINTER AND PUBLISHER, to get a newspaper backing for the Hon. Mr. Crerar, who expects to head the farm movement in Canada, and on the strength of that movement become the next Premier of the Dominion.

One of the things that the farm element has talked against for years has been a paid or controlled press. They have been the foremost to speak of the influences that were being exercised to corrupt the city press. Would a chain of farm papers, controlled no doubt from Winnipeg, correct this state of affairs?

The policy would no doubt be decided at the head office, and handed down to the various links in the chain of papers. The papers would then to all intents and purposes become the paid organs of the men holding views approved of by the Farmers' Council.

It may be hard to convince some classes of the community that the great majority of the papers in Canada are free to express their own views, and they have been doing it in unquestioned style in recent years. Papers have spoken out against parties that they had served and served well, for years. The whole tendency of the age is away from editorial control by any central force. Certainly, the establishment of a chain of papers across the country, controlled and dictated to by a central Farm Council, or some such organization, would not meet with approval. It would be a move directly opposite to the trend of the times. It would be like tieing a number of papers up to a policy that would be set for them by some central organization.

If the Farmer movement hopes to secure the sympathy and support of any number of people in the cities and towns, they would be well advised to keep out of the chain of papers idea. It smacks of a centralization of control, and a dictation of policy that is foreign to the frank and outspoken attitude of an increasingly large section of the press.

Should Answer Letters

IN making his annual report on labor conditions at the meeting of the Canadian Press Association, Mr. T. H. Preston, of Brantford, referred to two questionnaires he had sent out to the daily papers of the Dominion. Information was required on labor conditions, working hours, wage scales, and kindred matters. The form letter was the reasonable way to secure the information. The replies that came back from the request were painfully small in comparison to the number sent out.

It is an easy matter to throw a letter in the waste paper basket or shove it in a pigeon hole. It does not require any considerable amount of brains or energy to do either of these things. It is not by any means a hard matter to look over mail matter that comes in, especially where information is asked for. It is far easier to attend to these matters as they come, day by day, than to allow them to pile up and accumulate.

It is hardly conceivable that any publisher in the Dominion, were he asked for information regarding labor conditions in his shop, would not be willing to give the facts, especially when he knew that the information was wanted for the compiling of tables and facts that might become quite useful to his own office some day when he came to negotiate with his printers.

People in the publishing business in any shape or form should be the first to give attention to letters and all matters that are sent to them in good faith. Publishers have often reason to resort to this matter of securing information themselves. If their reporters were used the way some of them use requests for information by mail, there would be some blank spaces in the news columns quite frequently. It is a point that publishers of papers too often overlook. They are the recipients of all sorts of information every day, and it takes up a good deal of other people's time giving this information to their reporters. Why should they not be as willing to reciprocate in the sending out of information when asked?

Nothing New in This

EVERY few weeks some person rises to bring up that fine question of who owns the papers in this country. Rev. E. Watson, who was elected on the U. F. O. ticket in North Victoria is one of the latest to come to the front to argue this point. In one of his addresses he is reported as follows:

> "Mr. Watson stated that he knew the Government was going to find who really owns the big newspapers, the *Globe, Star, Telegram, Mail and Empire,* and other papers, to see if, when they announce a certain drop in pork and other products, Sir Joseph Flavelle is not behind it all, and getting the price of the salt."

Now, Mr. Watson should not imagine for a minute that he is a pioneer in this sort of business. Nor need he imagine for the next minute that when he finds out who owns the papers that he is going to be able to hang any crime on the neck of the paper.

Were Mr. Watson to get real close to the centre of some of the large papers he might be surprised to find the motives that drive the men on in their production. He might be surprised to find out that thousands of dollars' worth of business are refused annually because the papers insist on keeping everything appearing in it up to a high standard that is fit for every member of the family to read.

If Mr. Watson wants to find scope for his genius at unearthing things, he might set seriously to work to find out who owns many of the companies that are being incorporated with millions of capital, by clerks and stenographers, whose assets consist of street car tickets and laundry checks.

If Mr. Watson really thinks he ought to know who owns the papers, which are private property, the chances are that he would have very little trouble in finding out. Were he to go to any of the offices and ask for the

names of the shareholders or the outright owners, we feel assured that those in authority would be pleased to explain the whole situation to him. In fact, were he to become better acquainted with the newspaper men, and find out the real issues they have to face, and learn the amount of real sentiment they put into their work, he would probably change his mind entirely.

In fact, we do not think we would be at all out of the way in suggesting to Mr. Watson that he spend a day or so calling on the newspaper men of Toronto. A close-up view of the situation may save him a whole lot of twaddle-talking when he gets up on the platform at home.

First Church Editor in Canada

THE announcement that Frank Marter has been made church editor of the Manitoba *Free Press*, his sole and exclusive duties being to record church happenings and developments, is another evidence of the trend of the modern newspaper toward higher levels of thought and service. There is probably no other newspaper in Canada that has its exclusive church editor, but the day is coming when such a position will be as much a commonplace as that of the sporting editor or the financial editor. The religious awakening of the present day demands it, the need for guidance and uplift in these unsettled days makes it a position that should go far to influence the life of the community toward better things, and apart from everything else the tonic effect on the newspaper itself will bring adequate returns.

Throughout Canada the city of Toronto is known as "The city of churches," but there surely cannot be any city in the Dominion that can excel Winnipeg for church attendance. The membership of the various denominations is numbered in tens of thousands, and a church census recently is expected to show a very marked increase of church adherents over the last official tabulation of names. In fact, judged from the standpoint of catering to the most important interests of the city, the church needs just as much attention as sport, the theatres, labor, fraternal organizations, or any of the other sources of news.

There is the material side of the case to be taken into consideration as well, for the *Free Press* carries every Saturday almost a full page of church announcements, a large part of which are of the display type.

But let it not be thought that anything but the most earnest purpose prompted his appointment. To one who is familiar with the *Free Press* and its worthy editorial policy, this step is but the natural development of its growth toward higher ideals. There are few newspapers in Canada that can take rank with this Western journal in leadership. In recent years, its editor, John W. Dafoe, has become nationally prominent for his courageous and unwavering stand against old-fashioned party dominance with all its attendant evils.

I had the privilege, several months ago, of attending a *Free Press* staff dinner at which Mr. Dafoe was the speaker. It was an occasion for intimate talk to the family gathering, and the editor in the course of a half-hour talk, in which he warmed to his subject, revealed his innermost conception of the functions and duties of a modern newspaper in a manner that thrilled and inspired all who were present. I cannot remember that he used the words "sacred trust," but that sentiment was the dominant note of the address. He said that only that newspaper could thrive and progress that sought to serve and which aimed to improve the moral quality of the community by eliminating everything brutal, debasing or sensational from its columns. Instead he advocated the use of features, stories, articles tending to uplift and educate the mind of readers to refinement of culture. The history of the newspaper world, he said, showed that the newspapers that survived and became powerful agents in the development of national affairs were those which had adopted a policy along these lines, and rigorously maintained it throughout the years.

Mr. Dafoe quoted the cases of certain well-respected newspapers travelling along serenely in the groove of honest endeavor that had been taken over by powerful moneyed interests, which sought by the magic influence of these high-standing newspapers to sway public opinion in their personal favor. In every case he said the attempt had been a failure. The great heart of humanity was sound, he believed; people were quick to detect shams; there was an innate yearning toward higher ideals and loftier sentiment, and no matter how cleverly the news was compiled and edited, no matter how attractive the newspaper, if its policy was not sound, if its tone was not true, if it was willing to sacrifice its ideals for yellow sensationalism, if it catered toward the vulgar side of the individual, all efforts toward greatness were abortive and useless.

It need hardly be remarked to those who are familiar with the *Free Press* that its trend is toward idealism. The senior members of its staff are all men of the calibre to carry out these ideals. During the early days of 1918, when the war depression was acute, Mr. W. F. Payne, the pioneer News Editor, who has been with the paper for upwards of 35 years, instituted the policy of placing a verse of Scripture every day on the editorial page of the afternoon paper. That policy is still maintained and is unique in the annals of the newspaper world. A similar feature is "The Week's Prayer," which for the past five years has been run in the Saturday paper by W. E. Ingersoll, a member of the staff. In the same paper, D. B. Macrae, an editorial writer, publishes week in and week out, a Sunday editorial, refreshing in its outlook, and dealing with some phase of ordinary work-a-day problems, which helps to soften the viewpoint of the reader, and strengthen him for the endeavors of the week to come.

And so it is a quite natural development that the *Free Press* should appoint a church editor, buy him a brand new desk, and instal him as a permanent fixture. In Mr. Marter, they have the ideal man. A graduate of Toronto University, he came West a few years ago and entered the newspaper field as a reporter. Almost from the start he took charge of the Saturday church page, and voluntarily maintained this work when he moved forward to the position of telegraph editor. By his enterprise and faithfulness he has built up a Saturday feature that is very widely read, and now, given full scope for his talents along this line, his work should blossom into great importance. Mr. Marter is a trustee of St. James Methodist Church, and was recently appointed secretary for Manitoba, of the Methodist Forward Movement.

Them Cruel Words Again

St. Thomas *Times-Journal*:—Owing to the demands on our columns and the need of finding revenue to meet the high cost of publication, the *Times-Journal* requests correspondents and others not to forward notices of entertainments and meetings to be held unless payment for same is enclosed at the rate of two cents per word for each insertion (minimum cahrge, 50 cents), or state. definitely to whom they are to be charged. In future, these items will be consigned to the waste basket unless the above rule is observed.

The Old Gas Burner?

Halifax *Chronicle*:—The *Morning Chronicle* suffered from the effects of Wednesday night's tempest. The electric power which operates our plant went down early in the evening and, owing to the fury of the storm and the large number of broken wires, the trouble was not located, and the damage was not repaired until the morning—too late to despatch the edition on the morning trains.

PRINTER AND PUBLISHER is very anxious to secure copies of issues of July and August, 1916. Matter in them is of very great interest to one of the leading publishers of the Dominion. Anyone able to put us in touch with these issues will confer a decided favor.

Big Spread Between High and Low Tenders

Estimates on Job for Victory Loan Work

FIGURES on job printing have a faculty of being far separated at times. One of the most outstanding instances of this came in the recent Victory Loan campaign. Tenders were asked for most, if not all, of the printing. Here is one case, a reprint of which appears actual size on these pages. There were 200,000 of them required, stock and plates furnished. The figures were for press work, folding and handling. They ran all the way from $130 to $300. All the tenders were from Toronto offices, as far as we can gather.

The stock used was of a sort that lends itself to easy feeding. The ink would take well to it, and it was stiff enough to make it very nice to handle in the cutter.

PRINTER AND PUBLISHER is indebted to Mr. George M. Rose, managing director of the Hunter-Rose Company, for the first intimation in regard to the matter. He received a letter as follows intimating that his firm had not received the work. The letter was as follows:

Hunter-Rose Printing Company, Ltd.,
12 Sheppard Street,
Toronto, Ontario.
Attention Mr. Rose.

Dear Sirs:

I have to thank you for your quotation for printing 200,000 copies of four-page folder entitled, "Be Safe," as per specifications given you this morning.

"Be Safe"

Issued by

Dominion Publicity Committee
Victory Loan, 1919

And, remember, we absolutely need these orders to maintain employment.

If we *don't* finance them, business will feel the depression; demand for *your* pork, beef, mutton, poultry, wheat and other grains, fruits and dairy produce will fall off; conditions both on the Farm and in the City will be adversely affected.

CAN WE DO IT? *We can.* Farm Prosperity alone could float the whole loan.

The value of Canada's farm products will this year, for the third time, exceed One Thousand Million Dollars ($1,000,000,000).

We would not have to go to the big companies and city business men for a single dollar, if Farmers would all demand these Bonds as freely as thousands of them did in the last Loan.

It was French farmer-thrift and shrewdness that rebuilt France after 1870. France is again going to set the example to the world in quick recovery.

Not one whit less capable of doing it, and not one bit less willing to assume it, are the stalwart sons of our Canadian farm lands. For our boys have proven their mettle in Flanders and on the fields at home.

Farmers who take $1,000 to $10,000 of Bonds are going to be the feature of the 1919 Loan.

See that *YOU* are among them.

HOW TO BUY VICTORY BONDS Decide to buy to the limit. Remember, of course, that you can pay in instalments.

Be ready for the Victory Loan Representative when he calls—for he surely will call.

If you get impatient, look up the Victory Loan Headquarters in your nearest town. They will gladly furnish you with full information and help you fill in the Application Form.

Lend to Your Country—and build your own fortunes.

Own Victory Bonds, 1919—It is a Mark of Sound Business Judgment.

I have to advise that we have received tenders ranging from $130 to $300 for the 200,000 quantity and have accepted the lowest tender.

What Estimates Show

PRINTER AND PUBLISHER asked a number of shops in Toronto, and cities of the Province, to estimate the job. There are no town offices, but some of the smaller places might have had the advantage of a smaller wage, but too much cannot be depended on in this way. Very often it will be found that the high-priced offices have equipment that will handle work much more quickly than the smaller ones, so that the lower wage is discounted by the greater efficiency of the higher-priced shop.

Nearly all of the offices preferred that their names should not be brought into the question at all, though they were anxious to show just how they would figure on the job. For the sake of uniformity we will surmise that enough plates were furnished to run six on, making about 34,000 impressions.

Instead of using names we will use letters. Here is the way A estimates the job. This, by the way is a Toronto office, using the standard cost-finding form. His figures:

Lock-up	$ 5.00
Make-ready	10.00
Handling stock	10.00
Press work, 34 M at $2.50	85.00
Ink	5.00
Folding, 35c M.	70.00
Cutting 68 reams at 20c	13.60
	$198.60

"BE SAFE"

PUT YOUR FARM PROFITS INTO VICTORY BONDS

By Buying Victory Bonds, Farmers are sure of:

1.—Absolute Security.
2.—High Interest Returns.
3.—Prompt Payment and Easy Collection of Interest.
4.—Quick Sale of Bonds When Necessary.
5.—Readily Accepted Collateral for Loans.
6.—Increase in Value of Investment.
7.—An Investment Without Worry.
8.—*KEEPING CANADA'S FARM TRADE PROFITABLE.*

CANADA is raising another Victory Loan from her own people.

The success of the 1918 Victory Loan was one of the most satisfactory things Canadians have done.

Farmers all over Canada subscribed to this Loan, and their acquaintanceship with Bonds has impressed on them the great value of an investment in Canadian Government Bonds.

They found that the security behind their investment was the whole wealth and resources of the Dominion of Canada.

They found that the interest-rate on their Bonds was high; that it was paid without worry, inconvenience or delay, either by Government cheque or by coupons cashed free of charge at any Bank.

They found that their Bonds were easily sold when they needed the money—and sold for more than was paid for them. They saw the "market price" quoted daily in all the leading papers.

Therefore, Farmers of Canada, for investment reasons alone, will buy heavily of Victory Loan, 1919.

But there are other reasons as well.

VICTORY LOANS SELL FARM PRODUCTS From the Victory Loan, 1918, Canada realized $610,000,000.

Of this amount 60% ($371,900,000) went for actual war and demobilization expenses and for war-service gratuities to soldiers.

No less than 34% ($207,750,000) went to provide credits for Great Britain and our Allies for the purchase from Canadian Farmers of Canadian wheat and foodstuffs.

So that, 94% of Canada's Victory Loan, 1918, was spent on Canada's Soldiers and Farmers.

No Canadian Farmer will begrudge money spent in bringing our soldier boys home and helping them take the final step into civilian life.

And every Canadian Farmer knows that the demand abroad for Canadian farm products has brought high prices and prosperity to the Canadian Farmer.

The Victory Loan, 1919, will help maintain that prosperity; for millions of it will be used for credits to Great Britain, the largest customer the Canadian Farmer has, to enable her to buy Canadian farm products.

In addition, therefore, to obtaining one of the very best investments in the world, there is no way in which the Canadian Farmer can better promote his own prosperity than by buying heavily of Victory Loan, 1919.

HOW EXPORTS HAVE HELPED THE FARMER Canadian Farming has been making remarkable strides despite the handicap of high wages and costly transportation.

There has been not only a ready sale for all farm products, but buyers have been begging for more at prices unknown before in our history. And still the demand for farm products and clothing are most insistent from across the sea.

Other producing countries are after this trade.

But Canadian Farmers can hold it and maintain good prices for their produce by lending their funds to Canada to advance these credits to other buying countries whereby our goods go forward in a steady stream overseas.

For, if Canada does not give credit, other countries will.

And *they* will get the trade, and have the employment that should be ours, to distribute among their workers.

Here is the estimate of B, another Toronto office. We have taken the liberty of taking $24 off his price, which he had included for making extra plates, as we assume for the sake of uniformity that the plates were all supplied:

Stock handling	$ 25.00
Composing room	6.40
Press work and ink	111.50
Folding and cutting	100.00
Packing, delivery	10.00
Add.	23.00
	$276.00

The estimate of C is another Toronto shop. He also allows $27.50 for making extra plates, but as in the other case we have taken this out:

Handling	$ 25.00
Lock-up	5.00
Press work	88.35
Ink—8 lbs. at 75c	6.00
Add 10 per cent.	.60
Cutting	16.00
Folding	160.00
	$300.95
Add profit	42.10
	$343.05

FROM OUTSIDE OF TORONTO

The estimate of D is from out of Toronto, but the costs would be much the same. D, commenting on the matter, says:

The only chance for disagreeing as I can see it, is in the folding. I suppose those with the newer folding machines might beat us out, but I should have forme so imposed that we would fold them 2 up and then simply cut into two.

There would be a cheaper way, of folding them in sections of say six at a time, but that would lead to waste in delivery at the house doors or else would cost too much in time in separating them previously.

I hope you will do more of this kind of Missionary Work and I personally would welcome any criticism of my figures, as I am very willing to learn all I can.

I think the great difficulty we, as a trade, have to face in estimating, is that so many underestimate the cost of collating, gathering, folding, etc.

Certainly the firm who quoted for this particular job did make a mistake as regards the folding or else did not estimate to fold them at all, the latter most likely.

It seems to us that many printers approach an estimating job with the idea of seeing how low a figure they can quote, not to find real cost and then add a living margin.

D's figures are as follows:

Lock-up	$ 6.00
Press work, make-ready	67.50
Ink	15.00
Folding	100.00
Cutting, handling, packing	25.00
Total	$215.50
Add 20 per cent.	42.70
Quoted	$256.20

HERE'S A THOROUGH ESTIMATE

"E" is another out-of-town office, but well equipped and well managed. E has some very interesting remarks to make as follows:

The prices given on this work ranged from $130.00 to $300.00, which is clear proof that a lot of educational work is still required in the matter of making estimates, and, more important still, of giving prices that will yield a profit after the job is finished and at the same time not be exorbitant. I would say that a fair price on any job of printing would be the cost, plus a fair profit, for doing the work in an average shop of average equipment kept up to a good standard of efficiency in management. To estimate an ordinary job on the average output of shops doing specialty work is altogether wrong as there are not many shops which are equipped with special machinery and these do not go after ordinary work.

The job in question is an ordinary job, and the only feature where special machinery could be used to advantage would be in the folding. Few printers have special equipment for folding. Most printers would either have the job hand folded in his own bindery or done by a jobbing binder who would likely charge about 40c or 45c per thousand. With his profit added the printer should get 50c to 57c per thousand. Personally, I think a fair price for this work would be $250.00, made up as follows:

Stock—(Supplied)		
34 reams M.F. Book, 25 x 38—50 @ 9½c per lb.—$4.75 per ream—$161.50.		
10 per cent. handling charge....		$16.15
Composition—		
Handling and examining electros 1 hour	$ 2.00	
Lock-up 24 plates, sheet 25 x 38, 2½ hours	5.00	7.00
Press Work—		
Make-ready, 1½ hrs. @ $2.65..	3.98	
Run 34,000 impressions @ 1,250 per hour	72.08	76.06
Ink—		
17 lbs. Book Black @ 25c, plus	4.25	
25c p. c.	1.07	5.32
Bindery—		
Trimming paper for press—3 hours	6.00	
Cutting 15 hours	30.00	
Folding @ 50c per M.	100.00	
Packing, 4 hours @ $2.00.....	8.00	144.00
		$248.53

Some printers would feel like robbers for charging the first item on the list (stock handling), and some would send the stock to the press without trimming. I think both are necessary charges.

The press may also be speeded up to do more than an average of 1,250 per hour, but here again the average and not the actual run on the particular job should be the basis for estimating.

I enclose a pamphlet similar to the one under consideration. This was printed so that it could be folded two up, 18 in. x 8 in. We have a small magazine cover folding machine and we fed about 6 to 8 sheets two-up and had them separated by hand and afterwards cut. These could be folded at the rate of about 12,000 an hour; to do this required an extra hand carrying to and from the folder. The average was between 8,000 and 9,000 single. This machine is in few printing plants I believe. We use it almost entirely for holding the covers of our magazines and for small work like this job. But the fact that we have this special equipment is no reason why we should give a specially low rate for this work. *The job is worth* whatever price it can be profitably produced at in a fair average plant.

It is time that printing prices were standardized as far as this can be done, and I think a full discussion of the matter will be good for the craft all over Canada.

TOO LITTLE FOR PRESS WORK

The estimate of "F" is from another office in a fair-sized city. Equipment is good and work turned out has a reputation to sustain. F says:

Replying to your letter of December 4th. We have pleasure in submitting our estimate on the job in question, as follows: The man who figured this job at $130.00

is the kind of printer who is damning the printing business.

Handling stock (33 reams))	$ 15.00
Lock-up (6 sets of plates), 3 hours @ $1.65	4.95
Make-ready—8 hours @ $1.75	14.00
Running—17,000 impressions @ $1.75	29.75
Ink	5.00
Cutting and trimming @ $1.50 per ream (33 reams)	49.50
Folding, 30c per M.	60.00
Counting and wrapping @ 10c per M.	20.00
	$198.20
Add 25 per cent. profit	49.55
	$247.75

Would quote this job at $250.00.

The estimate of "G" is from one of the small cities where a job-room and paper are run by the same firm. The figures are:

Make-ready—2 hours	$ 5.00
Press work—6 on, work and turn, making 33,400 impressions at $2.50 per hour	70.00
Cutting stock 5 hours @ $1.50	7.50
Folding on machine, 1,500 per hour at $1.00 per hour	133.00
Ink, 5 lbs.	6.25
Handling, 5 per cent.	9.90
Total	$231.65
Adding a profit of 20 per cent. to this would make a selling price of	$278.00

FROM ANOTHER TORONTO FIRM

The estimate of "H" is from another large printing house in Toronto, where equipment is good and methods well advanced. H writes as follows in submitting his figures:

Variation in prices quoted for printing and binding in our city is indeed astonishing. Buyers of printing tell me that it is not unusual for prices to vary up to the extent of 50 per cent. The difference in price stated in your letter is beyond my feeble comprehension, since it is considerably over 100 per cent. and I fail to see how it can be accounted for, unless by a serious mistake on the part of the printer furnishing the lower price.

Of course, this printer may have special machinery which could be adapted to a four-page proposition, such as this one happens to be, and, being philanthropic in his nature, would be pleased to furnish the printing purchaser with the benefit that he himself should derive from such machinery. However, this is not answering your question, and I must proceed to something definite.

After going very carefully into the matter, I find that the very best price that we could produce this work for would be the sum of two hundred and fifty ($250.00) dollars, giving us a fair margin of profit. This is the amount that we would charge to handle this job from the time the plates reach our plant until the completed job and the printing plates were placed upon our delivery wagons.

I can appreciate why another printing organization would be compelled to charge three hundred ($300.00) dollasr to make a respectable profit on the work, since they may not be as well equipped to handle this particular class of work as another printer would be.

I may say with respect to the machinery adapted to this particular kind of circular, that we are fairly well equipped, but we could not compete with the lowest price given on this work.

I am not entering into any controversy into so-called costs, and intended merely answering your communication insofar as our facilities for producing the work under consideration, and I do not desire any publicity in the matter whatsoever.

The estimate of "K" is from one of the smaller centres, but one equipped to handle all classes of work, and enjoying a good patronage. K comments on the job as follows:

Your letter of 4th inst. re estimate on four-page folder came to hand. The figures of ($130.00), which you mention is entirely too low, no matter whether the folder was done in the city or in a town. It seems to us that whoever gave the estimate neglected to figure anything for the cost of folding the circulars, which seems to us to be quite an important end of the work.

If we were being asked for figures, this is the way we would figure it out:

Handling stock	$ 10.00
Imposition—3 hours @ $1.20 an hour	3.60
Press work—make-ready, $3.00, 33,500 impressions @ $1.40, $47.50	50.50
Cutting stock—4 hours @ $1.20	4.80
Folding 200,000 at 40c per M.	80.00
Packaging	18.00
	$166.90
Advance—40 per cent.	66.76
	$233.66

No doubt printers in the city offices would probably figure higher than this for the press work, and for the folding, otherwise we think this is a fair figure.

SOME COMPARISONS

Let us take the figures of the Toronto offices—four of them and see what differences there are.

Lock-up—	
A	$ 5.00
B	6.40
C	5.00
Press-work and ink—	
A	90.00
B	111.50
C	94.35
Folding and cutting—	
A	$ 83.60
B	100.00
C	176.00

About the only thing upon which these offices come near is on the lock-up. There is too much spread for press work. Wages would be about the same in all these offices. Presses would have about the same capacity per hour. The same can be said of the folding and cutting.

The offices in the smaller cities show a much greater uniformity. In fact, there are four tenders within a few dollars of each other. Put down all the figures:

A (Toronto)	$198.60
B "	276.00
C "	343.05
D (Hamilton)	256.20
E (Small City)	250.00
F "	250.00
G "	278.00
H (Toronto)	250.00
K (Smallest Centre)	233.66

It will be noticed that one figure, "F", estimates on the basis of 17,000 impressions. The size of the stock precludes this, so his press charges should have been on the basis of twice that amount, making a difference of $29.75 in his figures.

The out-of-town offices make interesting comparisons. For instance, in matters of lock-up they show:

D	$6.00
E	7.00
F	4.95
K	3.60

In the important matter of folding and cutting, here are the prices of them all:

A	$ 83.60
B	100.00
C	176.00
D (include packing)	125.00
E	130.00
F	109.50
G	140.50
K	84.80

The tender of "A" leaves the job as it comes from the folder, unless he includes his packing and shipping charges in the item "$10 for handling," and this would hardly take charge of the time spent in trucking that amount of stock.

The whole thing goes to show that there is a lack of uniformity, particularly in Toronto. PRINTER AND PUBLISHER will gladly have its columns used for the purpose of discussing these matters. There is a desire on the part of many employing printers to secure more information about costs. It is the bread and butter of the business, so let's have more of it.

Title Page of the Mappin and Webb Catalogue For 1919-20.

This distinguished firm of jewelers, with branches in Montreal, London, Paris, Rome and other large cities, takes a particular pride in the appearance of its illustrated mail-order catalogues. The aim is to make each issue better than the last, and this year's production, which has just been received by PRINTER AND PUBLISHER, is just a little more attractive than last year's excellent piece of work. Refinement, uniformity and simplicity have been maintained throughout the 108 pages of the book, all of which reflect good taste in illustrating and typographical effects. The cover is equally as attractive as the inside and appears in heliotrope antique stock, with a design in purple, green and silver.

To Franklin Booth belongs the credit for the design of this creditable work and to the Gazette Printing Company, Limited, Montreal, belongs the credit for the engraving and printing.

(Reduced from 9½ in. by 7¾ in.)

And the Feeling Against Titles!

Exeter *Times*:—"The Exeter *Times*, member of the Canadian Weekly Newspapers' Association affiliated with the Canadian Press Association. This is our revised status."

Organized New Advertising Agency

After nine years' service, Mr. James Fisher, the well-known advertising man, has resigned the position of manager of the Toronto offices of McConnell & Fergusson and will shortly organize a new agency, to be known as "The James Fisher Company." Associated with Mr. Fisher as members of the new company will be Messrs. W. H. Bowman, E. W. Reynolds and W. M. Chisholm, all of whom have been connected with McConnell & Fergusson. Mr. Fisher went to Toronto from Stratford, where he commenced his newspaper career with the *Beacon*, later being business manager of the *Herald*. He spent two years with the McKim agency, and four years as advertising manager of the Hugh C. McLean publications. In the agency field he has handled the work of many leading commercial advertisers, as well as important campaigns for both Federal and Provincial Governments. He is well known from coast to coast as a successful advertising man.

Mr. Bowman has been prominent in the Canadian advertising field for many years as a leading copy writer and as an advertising counsel. He spent twelve years with the firm he is now leaving.

Mr. E. W. Reynolds was for seven years on the editorial staff of The *Globe*, including two years as editor of the industrial department. He also wrote many articles on business and financial subjects for leading Canadian, United States, and British periodicals. Since entering the advertising field he has been connected with the head office of McConnell & Fergusson, at London, Ontario.

Mr. W. M. Chisholm is a Nova Scotian, but graduated from the O. A. C. at Guelph, and was for a time a district representative of the Ontario Department of Agriculture. He has been in the advertising profession for several years, specializing in advertising to the farm field.

The Kitchener *News-Record* was pretty well mussed up on the night of December 1. The subject of name-changing was up in council that night, and although the *News-Record* had taken no part in the matter, the mob broke in the place, and did considerable damage. The *News-Record* came back strong by issuing a paper at six o'clock the next morning, giving the report of the affair. It was a creditable come-back after the president of the concern had been kicked in the shins and had his hair pulled the night before.

He Pulverizes the Thief

Yellowgrass *Herald*: There is a mighty cheap kind of sneak-thief stalking around this district just now. He pussyfooted into the *Herald* office one day last week, when the editor's back was turned, and stole a new overcoat. A gink who would steal an editor's overcoat at this time of year would open a grave to take the gold-filling out of his mother's teeth. If the cheap mutt who stole that overcoat needed one worse than the editor does, he might have taken the more honest course of a poor beggar and asked for it.

Farm and Home is doing some full-page advertising in the coast papers, and the subject matter in the space is well treated, calling attention to the buying power of the farmers, to which *Farm and Home* appeals. It is becoming increasingly necessary for advertisers—papers included—to be very specific in their publicity. It pays. In this age readers have not time nor inclination to wade through a mile of generalities to find out what you are really talking about.

Francis Whiting Halsey, editor and author, died in New York, in the Park Memorial Hospital. Mr. Halsey was an editor and literary advisor of the *Literary Digest* and had worked on several New York publications in an editorial character. He was born in Unadilla, N. Y., 68 years ago.

The New President of the C.P.A.

E. Roy Sayles, the new president of the C.P.A., has taken a very keen interest in the work of the association for a number of years, and has been chairman of the Weekly Section. Especially as an organizer has Mr. Sayles done splendid work for the C.P.A. He generally gets the man or firm that he goes after. In his own circle—Bruce—he has taken a leading part in making it possible for weekly papers to make a decent living, and he is thoroughly convinced that the county organization is the proper way to get the Weekly Section up to strength and keep there.

ROY SAYLES
Newly Elected President of the C. P. A.

The Port Elgin *Times*, Mr. Sayles' paper, is a good example of a weekly paper that serves its district well. The president-elect has taken an active part in all matters where leadership and assistance are needed in the community.

Has been urged several times to tackle daily propositions, but after coughing over the visible shekels in Bruce, decides to stay out and line the office vault with Victory Bonds. Name was mentioned a couple of times for Parliamentary honors, but would rather take the $1.50 per from the natives of the peninsula than accept their votes to mingle with the U.F.O. at Toronto. Used to drive a Ford car, but changed. Thinking now of going back to Ford, as said car makes the editor look to the Bruce pioneers as one of themselves. Recreation consists of gettiny Pearce of Waterford, Fry of Dunnville, Eedy of Walkerton, in a corner and telling them how Davies of Renfrew use dto sing sweetly to the Congregationalists of Brantford. Weekly Section want to pry him out of Port Elgin as manager of their destinies. Hard to make up his mind, as he realizes there is some compensation in being able to call the mayor of Port Elgin by his first name and have the school children look around and say, "There goes Mr. Sayles." Said weeklies haven't got a better man for the place, though, and at last reports from the Port, the president was spending his spare evenings weighing flats vs. real homes, and sky-scrapers vs. shade trees.

Who's Who at the Globe?

The *Globe* family had a dinner a week or so ago at the King Edward Hotel. No rank outsiders were there, but the house was full. In connection with the event there appeared a fearless and searching "Who's Who in the *Globe*." Family skeletons were dragged into the spotlight, and dark deeds were dusted off and chronicled, regardless of position or rank.

For instance, here is something folks never knew about Harry Anderson before: "Is renowned as a pugilist, bowler, tight-rope walker, and friend of the down-trodden. . . . Tried reporting, city desk, news desk and editorial writing, and proved a failure at them all. 'Has a wallop in both mitts.'—*Police Gazette*."

William Banks, Jr., is reported as having "crossed in a sailing ship from the Old Land, bearing a personal message from William of Orange. . . . Chiefly responsible for Union Government in Canada, and, as a result, is not permitted to enter Quebec."

And how they have searched the files and memories of early settlers to deal with Andrew Clarke! "Went to London for a short while. . . . Is responsible for the *Retail Merchant' Globe*, the only newspaper of its kind (thank heaven) in Canada. . . . Is known in the Capital as the only man who ever bluffed Bob Rogers in a poker game."

And here's something that never got into print before about G. Tower Fergusson, a director of the *Globe*. . . . "Popular figure at all family festivals and frolics. Men, women, children and dogs take to him at sight. Started all the youngsters' races at the *Globe* picnic and judged Lyon's baby crawl without arousing acrimony among ambitious mothers."

William Findlay, in spite of his "Who's Who" record, has been made business manager of the *Globe*. "Age uncertain, also religion. . . . Started life as a printer's devil when newspaper pages were 10 columns wide. Still clings to that width in piling ads. into a page. . . . Is not being allowed to speak at this dinner, but has speech all typewritten in his pocket if anyone wants to see it."

The M. O. Hammond, who presides so well over the destines of the *Globe's* financial page, "was born near Clarkson, and left with the rest of the inhabitants following the pea weevil invasion of '74. . . . Was editor of the *Weekly Globe* and *Illustrated Saturday Globe*, both of which died. . . . Mixes with intellectual people, but remains human."

A close-up view is presented of Stewart Lyon, the managing editor of the *Globe*. "Born in Auld Scotia, signed the pledge the following day. In consequence, felt lonely in Scotland and came to Canada. . . . Returned in time to make Bob Fleming Mayor, Wilfrid Laurier Premier and Newton Wesley Rowell President of the Privy Council, and lived to regret all three. . . . A mark for beggars and has a woodshed full of boot laces and court plaster, bought from blind men."

What a bright chap Ewart Munro must have been! "Born in Bruce. Got his fingers mashed in cogs of his father's press when 16 months old, and helped to finish the weekly edition before reporting sick. Left Bruce for Canada when the chores began to get heavy."

There's a raft more of celebrities. The book is held closely. The sign on the cover says: "These pages know no libel law." Hence we dare to reach in and borrow therefrom.

The Makings of a Duel

Chesley *Enterprise*:—When a reporter of the Toronto *Star* visited Drury's home and was told by some of the neighbors that the farmer Premier took a great pride in his herd of dual-purpose Shorthorns, the city chap had to ask what dual-purpose meant. He thought bulls instead of cows were more likely to be kept for dual purposes. The city reporter had evidently spent more time reading of bull fights in Spain than in milking cows.

Bill Boards Assessed

Toronto *Mail and Empire*:—Judge Madden, at Kingston, heard the appeal of owners against the assessment of billboards in the city as imposed by Assessment Commisioner Moores. For the first time, Mr. Moores, this year assessed owners, believing the city should derive money from them. The Court of Revision upheld the assessor and the matter was taken before Judge Madden with the result that the assessment was confirmed.

The plant of the Toronto *Times* is up for sale, failing any chance of its being sold intact. The property was classified as follows: Press room equipment, consisting of two Hoe presses and accessories, $62,190.00; composing room, machines and equipment, $24,560.45; stereo room equipment, including complete equipment for dry and wet mat. process, $14,779.97; mailing room, machines and equipment, $808.83; five one-ton Ford delivery trucks and accessories, $4,421.45; furniture and fittings, $4,892.00.

New Duplex Plant Over Quarter Mile Long

By A. H. BYRNE, Western States Representative PRINTER AND PUBLISHER

IT was predicted before the end of the war that the printing industry would come in for the biggest boom in its history, in both Canada and United States. The prediction has surely come true. Reports from every section of the continent bear ample evidence of the fact, and there is no one who can give better testimony to this unparalleled prosperity than the printing machinery manufacturers. Plants are working to full capacity, yet they are unable to keep up with the avalanche of orders for printing equipment that have been taxing their capacity in the past year.

There are those who may opine that this general prosperity in the printing industry is greatly inflated and due to be short-lived, that post-war demands are being served and when these conditions are no longer existent the bubble will burst. Happily this opinion is not a general one, and it is certain that the printing machinery manufacturers do not entertain any such pessimistic view of the future if their faith may be measured by the large extensions they are making to their plants in order to adequately take care of business of to-day as well as in the days to come. A typical instance of this faith is seen at Battle Creek, Michigan, where the plant of the Duplex Printing Press Company is located.

The Duplex plant has just been rebuilt and extended, and the writer, who recently paid a visit to Battle Creek, incidentally had the pleasure of viewing the great home, interior and exterior, of the famous Duplex press. One naturally feels a great deal of pride in being associated with things of the printing and publishing realm when looking upon such a monument to industrial enterprise as this mammoth works.

The new Duplex Plant covers several city blocks, or, to be more exact, it is over a quarter of a mile in length by three hundred feet in width. Included in this stretch of buildings are the spacious offices of the company, an immense foundry and machine shop, erecting room and shipping department.

Modern methods of production is the keynote of the whole establishment. In other words, the plant has been expertly equipped and constructed to combine economy and efficiency from the blue print to the finished product ready to put aboard the train within confines of works.

When the castings are made in the foundry the "continuous shop" plan enables the heavy duty electric travelling cranes to quickly convey them to the machine shop where they are tooled and finished, then sent on to the erectors, and from there to shippers. The giant cranes see the heavy work through from start to finish. There is no back tracking necessary as they operate on a double-track system.

Spurs from both the main lines of the Grand Trunk and the New York Central enter the plant at two points, giving all that could be desired in the way of shipping facilities. Here we see the big electric cranes in action again, and heavy magnets are being used for quick handling of iron and steel for loading and unloading cars.

In addition to the main works and office building the Duplex Printing Press Company has a large warehouse of five storeys. This building contains the pattern makers' room, stock room for repair parts, facilities for doing the light work at the factory, and last but not least, employers' service rooms.

The new Duplex Plant is not only modern from a standpoint of equipment. The buildings are constructed on the most advanced lines too. They are fireproof; and steel sash and reinforced glass, which constitute practically the entire area on both sides of the structure, assure ideal daylight conditions for the workers; and it may be said that the plant is equally as well ventilated as it is lighted.

The size and capacity of the Duplex works stands as eloquent testimony to the spirit of progress and enterprise of the executives of the company. They represent the dynamic force which has built and marketed a line of presses that have won a high position among the presses of the world. The Duplex line includes Duplex Flat Bed presses and Tubular Plate Rotary presses. It is said that the sun never sets on a British flag, and the same phrase may actually be applied to the Duplex products; for they are seen in many climes, almost every country, Canada included. The great majority of Duplex presses are in use in the larger cities of United States, and the home demand alone for these presses is sufficient to keep even the present great capacity of the Duplex works taxed to its utmost in making deliveries on time.

The Duplex Printing Press Company take a very optimistic view of the future and in due time expect to again enlarge their works, which can be done without hindrance, as the company have bought several acres of land adjacent to buildings for just such a contingency.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers
By H. A. Nicholson, Manager Printer and Publisher

"I ALWAYS read your publication with interest, especially your 'Reset Advertisement' department," says Edward D. Berry, of the advertising staff of the Lanston Monotype Machine Co., in a letter to PRINTER AND PUBLISHER.

Mr. Berry continues: "I presume to offer a suggestion which might add to the usefulness of this department if carried out.

The reset advertisements are incomparably better than the original, and are certainly high-grade. I have in front of me the September issue of your magazine. I note that all the reset ads. are in Caslon, and from the appearance of the original and knowledge of small newspaper offices, I would say that none of them, or few of them at least, have the Caslon series.

"The *principal* fault with most printing is poor arrangement and lack of concentration of mass-tone and white space. The compositors of these ads. have, of course, mixed series of type in the same ad. to poor effect. But I think the principal fault with them is seen in the points I have cited above.

"The point I am driving at is this: Would not these reset advertisements be more appreciated by the authors of the originals, and would they not be better able to adopt your suggested improvements, if the reset ads. were set in type which the offices might be fairly assumed to have on hand, confining them to one series of course, as near to the type used in the originals as possible? And would not the comparison be more pertinent?

"I believe, from experience, that the compositor would immediately say: 'Oh, we hadn't got that type—we have to use what we have.' This is a weak excuse, but I believe it will be found very general."

The writer of this department is very pleased to have a man of Mr. Berry's recognized ability as a typographer express his views. Some points well worthy of discussion have been brought up.

Mr. Berry's opinion, that the lack of concentration of mass-tone and white space is the chief fault to be found in that class of advertisements usually referred to as "poor display" is well founded; and his point, to the effect that this department might serve its purpose better if the type used in the originals were copied closely for our reset ads. is also well taken, in a limited degree. We have given some consideration to the latter point as a matter of fact, but have decided against the practice for what we consider very good reasons, nevertheless.

Firstly, it would mean that we would be required to stock our composing room with practically all the type faces that have ever been conceived, or else considerably narrow our scope in selecting advertisements for criticism.

Secondly, we believe our style, that of displaying our reset advertisements in Caslon or some other popular series, is beneficial, inasmuch as it shows the advantage of using a type-face that has been universally approved of for advertisement setting in the place of type faces that have been discarded in advanced typographical circles, but which are frequently seen in offices where up-to-date style is not a feature.

Still, the principal exception to the style of the ads. chosen for criticism here is not in the type faecs. If this were the principal fault the "Reset Ad." department would hardly be worthy of the space devoted to it. The main fault, as already pointed out, lies in the lack of proper arrangement of the type.

The secret of effective display then lies mostly in judicious arrangement of parts, and not altogether in the style of type selected. However, this is no brief for black gothics, antiques and fancy-cut designs. The aim is to emphasize that the most attractive, readable and effective advertisements seen in newspapers and magazines to-day are those which show care on the part of the compositor to:

1.—Set the display and body matter in masses and thus avoid a scattered effect.

2.—Harmonize the border and the display lines throughout.

3.—Liberally use white space, secure proper balance, and avoid too many large display lines.

The compositor is often at his wits' end in endeavoring to arrange an effective display from indifferently-written copy. But there are countless instances where mediocre effects are being produced through lack of attention to the foregoing principles. The advertisements chosen for criticism in this department are fair examples of this point of view.

Advertisement No. 1.—There are worse set-ups than this that might be selected for criticism, but as the aim of this department is to show how fairly-well set ads could be improved, as well as to show how some productions are typographically far afield, it has been seized upon as a fit subject to present a point or two.

While the set-up is easily assimilated, how much more easily read and more attractive it would be if the various parts had been massed and set off with a liberal amount of white space? Jewelry store ads., above all, should be artistically set if there is any virtue in appropriateness.

Our reset ad. shows an entirely different arrangement and portrays the point in question at a glance.

Reset Advertisement No. 2.—Irrespective of being enclosed within a badly-worn border this display might be considered a good example of typography if white space had been introduced at the sides in somewhat equal proportion to that used at the top and bottom.

Our reset shows a radical change from the original, the purpose in view being to give an example of how an advertisement bearing a sub-head may be treated with good effect in order to produce something out of the ordinary.

Advertisement No. 3.— Unique and strong typographical effects can be produced by massing white space in a given place, then creating a perfect balance, or nearly so, in the remaining portion of the advertisement. An attempt to mass white space was made in this advertisement, but the idea was not carried out thoroughly. It represents another instance where more white space was necessary at the side, in addition to monotonous spacing in the lines at the bottom. The price and terms might have appeared as a unit to better advantage, too.

Reference to the reset ad. exhibits a considerable change from the original and may be taken as an example of variety as well as improved style of setting.

Advertisement No. 4.—This display has been handled in extremely poor style. Emphasis has been attempted in too many cases, and disorder has resulted from top to bottom. Probably the ad.-writer called for emphasis in the copy, but this was scarcely an excuse for such a repellent arrangement. It is always better to strongly present one or two points in advertisement than to play up a half dozen, "for all display means no dsplay." We have often said this before and compositors (especially apprentices) would do well to fix this maxim firmly in their minds and let it guide them when setting copy of this kind. One series of display type is also a good rule to stick to; the compositor's work is much simplified and a harmonious effect, at least, must follow.

Reference to the reset of this advertisement shows that a fairly good display is possible even though the copy is not written in a style altogether applicable to the highest typographical results.

SPECIAL SALE

—OF—

Jewelry Stock

In a week or ten days I shall put on a special price sale on a large stock of Jewelry and Jewellers Goods purchased at Chatham.

WATCH FOR DATE.

Anyone needing repairs on hand before that date please address me at Chatham.

CHARLES R. FORD

Advertisement No. 1—From the Deseronto Post, (Ont.) See reset ad. for original size.

The Reliable East Side Grocery.

Satisfaction for Every Customer

In establishing and building up our grocery business we have always endeavored to satisfy every customer, whether his or her needs were large or small.

Our service is reliable—your child can shop here as well as yourself.

We turn over our stock quickly—no old merchandise loads down our shelves. Everything new, bright and clean. Try us. Phone 293.

M. KOLEFF

Corner of Nickel Plant. PORT COLBORNE

Advertisement No. 2—From the Port Colborne Citizen, (Ont.) See reset ad. for original size.

BARRIE'S BIG MUSIC HOUSE

Here is your opportunity to secure a first class slightly used five or six octave Organ. :: ::

We want the floor space for Xmas goods and thus are willing to sacrifice. They will give splendid service for a few years and then exchange for a Piano.

Prices from $10.00 up.

Cash or easy terms of payment

Garretts Music Store

Phone 259w P.O. Box 178

Advertisement No. 3—From the Northern Advance, Barrie, (Ont.) See reset ad. for original size.

A New Department.

GROCERIES.

Please take notice that I have added to my stock a full line of FIRST CLASS

GROCERIES.

Now when you want GROCERIES, FLOUR, SHORTS, WHEAT HEN FEED, ETC.

Don't Forget

where you can get the RICHT GOODS at the RIGHT PRICES

Highest Prices Paid for BUTTER and EGGS.

Also a full line of BOOTS, SHOES, and GENTS FURNISHINGS as usual.

J. W. Thomson

"HOME of GOOD SHOES."

Cor. Main and Bridge Sts.

Advertisement No. 4—From the Buckingham Post, (Que.) See reset ad. for original size.

Special Sale of JEWELRY Stock

In a week or ten days I shall put on a special price sale of a large stock of jewelry and jewelers' goods purchased at Chatham.

Watch for the Date!

Anyone needing repairs on hand before that date, please address me at Chatham.

CHARLES R. FORD

Reset Advertisement No. 1

The
Reliable
East
Side
Grocery

Phone
293

Satisfaction for Every Customer

In establishing and building up our grocery business we have always endeavored to satisfy every customer, whether his or her needs were large or small.

Our service is reliable—your child can shop here as well as yourself.

We turn over our stock quickly—no old merchandise loads down our shelves. Everything new, bright and clean. Try us. Phone 293.

M. KOLEFF

(Corner of Nickel Plant) PORT COLBORNE

Reset Advertisement No. 2

Barrie's Big
Music House

Here's your opportunity to secure a first-class slightly used five or six octave

ORGAN

We want the floor space for Xmas goods and thus are willing to sacrifice. They will give splendid service for a few years and then exchange for a piano.

Prices:

From $10.00 Up

Cash or Easy Terms of Payment

GARRETTS MUSIC STORE

PHONE 259w P.O. BOX 178

Reset Advertisement No. 3

A New Department

Please take notice that I have added to my stock a full line of

FIRST CLASS GROCERIES

Now when you want groceries, flour, shorts, wheat, hen feed, etc., don't forget where you can get the right goods at the right prices.

Highest Prices Paid for BUTTER and EGGS

Also a full line of Boots, Shoes and Gents' Furnishings **as usual.**

"Home of Good Shoes"

J. W. THOMSON

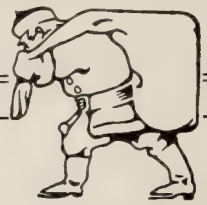
Cor. Main and Bridge Sts.

Reset Advertisement No. 4

Yuletide Greetings

For the Publisher's Ready Reference

Merchants usually desire a Christmas or New Year message in the last edition preceding the 25th: Below and on the opposite pages are a number of the popular greetings which should prove of assistance to the advertising canvasser when he is asked by the prospect to suggest something more than "A Merry Christmas and a Happy New Year." The styles as set forth here may be adapted to suit the occasion or they may be followed precisely.



To our Friends:

May every hour on Christmas Day
Be filled with hearty cheer,
And every one be leading to
A happy, glad New Year.

THE CLAXTON DRY GOODS CO.

A Merry Christmas

And may the skin of the cranberry always be large enough for an umbrella to cover all your troubles throughout the New Year.

THE SHAFTSBURY CAFE

The Season's Greetings to All

The time to be cheerful and happy is now.
Farewell to the past!
Welcome and all hail to the future.

RAYMOND C. RASH
GENERAL MERCHANT

THE Cash-and-Carry Store wishes its customers a Joyful and Happy Christmas with good health, wealth and prosperity during the coming year.

Yours for Reducing the High Cost of Living in 1920

In 1920

May the days come one by one,
Each better than its yesterday,
And filled with
Peace, Prosperity and Cheer.

THE RED CROSS DRUG STORE

Greetings
from
George S. Lyon & Son
PHOTOGRAPHERS
Makers of Gifts that make Christmas Merry

Wishing you a Merry Christmas,
A Happy New Year, too,
Good store of cheer throughout the year.
Good Luck in all you do.

Greetings

and wishes best both now and for the year ahead

Jackson & Johnston
REAL ESTATE

Once more A Merry Christmas to you from

SAMUEL JONES & CO.
GROCERIES AND PROVISIONS

To Our Friends One and All we Extend

The Compliments of the Season

We thank you for your steadily increasing patronage, and during the year 1920 we shall endeavor to show our appreciation by giving the best service within our power.

JAMIESON HARDWARE CO.

The Season's Greetings

—and a little reminder that the "Prince Albert" is ready to serve its patrons in 1920 with the same diligent courtesy that has characterized this hostelry in the past.

A Merry Christmas
and a Happy New Year to all

THE PRINCE ALBERT HOTEL

Wishing our Friends Christmas Joy

The moonlight shines on the landscape fair,
And Christmas joy is in the air;
A generous share be yours this year,
Bringing you happiness and good cheer.

THE VICTORIA PIANO CO.

Here's to our Friends and All!

The sky is tinted with color divine,
As the sun descends at its heavenly shrine;
May its gorgeous reflections illuminate your way,
At the end of a perfect Christmas Day.

THE REX SHOE STORE

To our Patrons:

May you have much to laugh about!

To wish you peace and Yuletide joy,
Much happiness and laughter,
And as they say in the story books,
May you live most happily ever after.

GREENLEAF & HOLLY
DRY GOODS, BOOTS AND SHOES

Is Everybody Happy?

Sing a song of gladness
This happy Christmas time,
Joy and Pleasure be yours,
While bells give out their chimes.

LAWSON & LEE
LADIES' WEAR

Let Everyone be Jolly

So now is come our joyfullest feast.
Let every one be jolly.
Each room with ivy leaves is dressed,
And every post with holly.

GEORGE R. STONE
JEWELER AND OPTICIAN

To Everybody in Town

May you all be filled with the happiness you wish for others,
And may your gifts of good will return to you in blessings during the coming year.

THE HAMMOND STORES

May all your troubles abdicate
While Christmas pleasures reign,
And New Year hold good things for you
Within its future train.

BROWN'S DRY GOODS STORE

WM. SUTHERLAND & CO., LIMITED

Most Cordially extend to their friends and patrons greetings of the season, supplemented by the hope that during the year prosperity will outdistance the fondest expectations.

Just a Yuletide greeting,
Where all kindly thoughts are meeting,
To wish you well in every way,
For Christmas time and New Year's day.

McKenzie & McKenzie
Barristers Etc.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

W. H. Youhill has become editor of the *Islander*, Cumberland, V.I. He was formerly associated with Vancouver *Daily Province* and served in South Africa and the Great War.

Captain J. B. Daniell was in Toronto representing the Prince George *Citizen* at the annual convention of the Canadian Press Association.

The International Editorial Association are establishing a home at Vanderloop, B.C. It already has a home in Virginia. The British Columbia establishment will be for newspaper workers of the eastern part of Canada and United States.

Hon. F. L. Carter-Cotton, one of British Columbia's best known citizens, died at Vancouver. He came to Vancouver in 1886, and established the *News-Advertiser*, now incorporated with the *Daily Sun*, retaining editorial control until 1910.

The Cranbrook *Herald* has revived again and is now being published every Thursday by Will A. Elletson, Sr., and Jr. It has as its motto: "With a Mission; Without a Muzzle," and openly states that it is being printed by union labor.

Mr. Ben Hughes, pioneer newspaperman of Northern Ontario, formerly of Toronto *Globe*, Cobalt *Nugget* and founder of *Northern Miner*, is now part owner of Comox *Argus*, Courtenay, V. I. He returned last summer from service overseas with Canadian Engineers.

Alex. F. Wallace is now editing Nanaimo *Free Press*. He was on staffs of Vancouver *Daily Province*, New Westminster and Coquitlam papers and Cowichan *Leader*. On return from overseas service, where he was wounded, Alex. fancied farming, but has returned to the typewriter.

The *Weekly Gazette*, Port Hammond, began publication at Port Hammond, B.C., last October. Messrs. Samuels and Lloyd, publishers, are both war veterans. Mr. Lloyd has since had to withdraw owing to illness.

J. D. Tompkins, an old Kootenay newspaperman, who went overseas with the 54th Battalion, saw service with the 2nd Brigade, and became intelligence officer of the 7th Battalion, being wounded some four times, arrived in Nelson from the south. Lieut. Tompkins, who was editor of the Rossland *Miner* in 1914, and who was also in newspaper work at the coast, is now associated with Burdick Bros., of Vancouver and Victoria.

R. S. Somerville, managing editor of the Vancouver *World*, has been elected president of the Vancouver Canadian Club. He is the first newspaperman to hold the position. Dr. S. D. Scott, the second vice-president, and heir-apparent for two years hence, is the well-known veteran journalist, now chief editorial writer on the *Province*. So the Fourth Estate broke in this year with a bang. Mr. E. A. Paige, a member of the executive committee, is editor of the *Veterans' Weekly*.

Grand Fork *Sun*:—The *Greenwood Ledge* claims to have been under one management and one editorship longer than any other paper in British Columbia. The Colonel has a peculiar method of recording the age of his paper. He has published papers in half a dozen towns under the same title, and he dates his Greenwood excitement from the first issue of the Naksup *Ledge*, which appeared about twenty-six years ago. This does not make a legal continuity. A spirit might as reasonably date his advent into spiritland from the time of his birth on earth. Besides, there was a hiatus in the Colonel's management of the Greenwood *Ledge* some years ago when the Colonel had, or thought he had, a call to publish a paper in Vancouver. We are willing to wager our rawnch against the hole in a doughnut that the Grand Forks *Sun* has been under one managem and one editorship longer than any other rural paper in British Columbia, and by slightly altering the odds we will also include the metropolitan press of the province.

Alberta

Saskatoon *Star*:—A new paper, the Altario *Arrow*, published at Altario, Alta., reached the *Star*. This is the first publication of the paper, which is a local weekly for Kirriemuir, Compeer, Altario and Fusilier. The editor is J. A. Seabury, formerly of the New York *Herald*.

A. A. McIntosh, formerly acting president of the London *Advertiser*, has been appointed labor manager for the Associated Clothing Manufacturers, an association which, in conjunction with the garment workers, aims to do away with labor troubles. Mr. McIntosh's headquarters are in Toronto.

Brantford typos had a stag party in honor of Morrison M. McBride, M.P.P., a card-holder in the union. Of the last four members from Brantford, two have graduated from the print shop.

Saskatchewan

A Western paper publishes the following:—Chas. A. Elven, general manager for the W. F. Herman newspapers, has changed his headquarters from the Saskatoon *Daily Star* to the Regina *Daily Post*. Morley Elliott, for several years manager of the Saskatoon *Star's* job department, has been made business manager of the *Star*. The above stated changes are important to both the individuals and the businesses concerned. Mr. Herman's Saskatchewan newspapers are among the outstanding publications in Canada, and these gentlemen are occupying important posts in connection therewith. Mr. Elven has been with Mr. Herman for many years, and has had a wide and varied experience in newspaper management. Mr. Elliott has also had a most practical and all-round training in the publishing and printing business, and assumes his new position well equipped for the larger responsibility.

John Shields, of Prince Albert, one of the youngest Victory Loan canvassers in the West, was awarded a $50 bond by the Victory loan executive for selling the greatest number of bonds in the contest among the carrier boys of the Prince Albert *Herald*. John, who is 11 years old, sold eleven $50 bonds, bringing in to the Dominion exchequer $550. The *Herald* boys secured subscriptions totalling $1,050.

Ontario

Not many years ago a boy—we're not saying how many years ago—walked into the office of the Arnprior *Chronicle* and asked for a job. He got it, but didn't stay long. Shortly after he left and started a sort of dual-purpose job in Ottawa, viz: playing lacrosse and becoming a good printer. The natives around Arnprior would no doubt give him his full name at times and call him Morrison McBride. But in his lacrosse years—and they were numerous and strenuous—it got whittled down to plain, unadulterated "Mac," and there it rested. To-day Morrison M. McBride is quite legally entitled to write M.P.P. after his name. The electors in Brantford settled this in a three-cornered contest a few weeks ago, and it looks as though he were finding the new game for sessions just as interesting as the old days when he and McIllwain of St. Kitts used to assassinate each other in Brantford's dyke park.

M. M. McBride, M.P.P.

Mr. McBride still holds his card as a working printer, but he has been for the past couple of years working as Mayor of Brantford, and he is not going to quite this 12-point frame unless some better man gets to the top of the hook ahead of him, as it is announced that Mayor "Mac" is going to run again.

Arthur Ford, of Ottawa, has taken the position of night editor of the *Journal.*

The Bancroft *Times* comes out in enlarged form. H. M. Price is editor and publisher.

Owing to mechanical troubles the Listowel *Standard* missed publication for a week recently.

R. E. Mills, of the Elora *Express*, has just completed 16 years as proprietor and editor of that paper.

Mr. J. A. Hardman, late publisher of the Verwood *Gazette*, Verwood, Saskatchewan, has taken a position on the St. Marys *Journal* and moved his family to that town.

J. N. Addison of Toronto is first vice-president of the newly-formed United Newspaper Web Pressmen's and Juniors' Association of North and South America.

Fire recently destroyed the barns and stables of the London *Free Press*, on Wellington street north. Nine autos are included in the loss, which totals more than $10,000.

Mr. Wm. Findlay, at the last meeting of the Toronto *Globe*, was appointed as business manager of the paper. Mr. Findlay came a few months ago to take charge of the advertising department.

Through the town council an invitation has been extended to the Imperial Press Conference to include Collingwood in its itinerary when touring the Dominion after the annual meeting in Montreal next summer.

Mr. Wm. Uttley, of Kitchener, who for many years was editor of the Kitchener *News-Record*, has purchased the Elmira *Signet* printing establishment from Mr. G. Klinck and expects to take charge the beginning of December.

Mr. and Mrs. Thomas Leishman have taken up their residence in Haileybury. The former is editor of the *Haileyburian*, and his bride was formerly Miss Mamie Bayliss. Before her marriage Mrs. Leishman was a nurse, and for three years was supervisor of nurses at the W. A. Foot Hospital, Jackson, Mich.

John Thompson, a pioneer printer of St. Thomas, and for several years a member of the St. Thomas *Journal* reportorial staff, died in Amasa Wood Hospital after a long illness. Mr. Thompson was associated with the *Journal* when it was in the weekly class, and was one of the first reporters in St. Thomas.

At the regular meeting of Stratford Typographical Union, No. 139, the following officers were elected for the ensuing year: President, Gordon Dunn; vice-president, Jas. W. Walsh; secretary, H. Bruder; corresponding secretary, E. Davis; sergeant-at-arms, W. G. Ingle.

The North Bay *Times* has recently added to its plant two racks of type for solid and display work, imposing stones, furniture, etc., which enables the publisher to increase the output of job work. The plant is now quite well equipped for any emergency.

Belleville *Ontario*:—We wish to congratulate A. E. Calnan of the Picton *Gazette* upon his election to the presidency of the Weekly section of the Canadian Press Association. This is the highest honor that his fellow publishers of weekly newspapers in Canada have to offer. Mr. Calnan is a forcible speaker and a capable presiding officer.

Mr. Wm. Houston, of the Toronto *Globe*, who for many years was a member of the Board of Education, and is regarded as a prominent educationalist, has decided, in response to the solicitations of his friends, to be a candidate for trustee in Ward Four at the forthcoming municipal elections.

The resignation of Rev. Walter Cox, rector of Christ Church, Kingston, has been placed in the hands of the Bishop, to take effect at the end of the year. Mr. Cox has taken this action because he feels the need of a rest from parochial work. He has purchased the *Dominion Independent Oddfellow* of Toronto, the editorship of which he will assume.

A. T. Macdonald, a former Canadian newspaperman, late of the Toronto *Globe* and the Toronto *News*, and who has recently been with Hearst's Chicago *Herald-Examiner*, has been transferred to New York, where he is filling a responsible editorial position on the New York *American*.

The Rotary Club of Ottawa has decided to extend a fatherly hand to the newsboys and youthful street vendors of Ottawa at Christmas time. It is proposed to arrange for each Rotarian to have one of the boys as his guest at a special dinner on December 29, and then the whole party will go to a theatre for a performance. The suggestion was unanimously adopted by the club.

H. G. Fester, corresponding secretary of the Hamilton Trades and Labor Council, who for some time has been assistant circulation manager of the *Herald*, has been appointed business manager and managing editor of the *New Democracy*. Formerly the policy of the newspaper, published weekly, was radical and adhered to the principles and doctrines of one big unionism. Under Mr. Fester's management there will be no more O.B.U. propaganda in it. Mr. Fester started his new duties on Monday, December 1.

Protecting The Reader

IF you fail to see some financial or medical advertising in The Globe, please remember that The Globe's censorship is very strict.

Many advertisements are re-written so that the reader may grasp the intent of the advertisement more clearly or secure a more correct understanding. Other advertisements are declined altogether and appear only in other mediums.

The Globe couples with its responsibility for editorial views and the printing of news and features, a distinct responsibility to the reader for the advertising in its columns.

This begets reader confidence, and reader confidence makes The Globe Canada's most profitable advertising medium at the highest advertising rates among the dailies of all Canada.

The Globe

"Canada's National Newspaper"

TORONTO

Alderman W. V. Uttley, of Kitchener, who retired as editor and manager of the *News-Record* in September and who has since been recuperating in the South, a few days ago purchased the business of the Elmira *Signet* and will take possession of his new business in a short time. The Elmira *Signet* is the only newspaper in Elmira. Several years ago Elmira had two newspapers, the *Advertiser* and the *Signet*. The two plants were, however, merged and eventually became the property of Mr. Klinck, who now has sold out his interests to Mr. Uttley.

Well, look what he's gone and done. Here's an item from London that tells all about it:

Wallace J. Laut, formerly editor of the London *Advertiser* and also the *Week-end Mirror*, which he also published, has accepted a position on the staff of the McConnell & Fergusson Advertising Agency.

And so Wallace J. is going to dabble in matters that concern the gross material side of the business. Well who'd a' thunk it? When he brought out the *Week-end Mirror* it looked as though London were going to be well served by a bright paper all its own, but a paper of that type runs high in mechanical costs, and so it was that the *Mirror's* little tombstone in the journalistic plot chronicles the fact that the child fell by the wayside at the tender age of nine weeks. It died all at once though, not after a lingering illness, as outwardly there hadn't been a quiver of its stout little spine, nor a tear-drop sprouting in its eye.

But imagine W. J. in the advertising pen, pouring out his soul over the beauties of a new crop of corsets, going into spasms on a fine sort of grey suede hip-boots for stenographers, or heralding forth on the fats, greases, flour, salt and what not that go to make doughnuts like mother used to forge.

Like unto the correspondent of lot 10, concession four, we raise the pen to chronicle in our weekly budget that what is the sanctum's loss is gain to the gross, mercenary side of the business.

Mr. J. F. B. Livesay, acting general manager of the Canadian Press, Ltd., announced last night that John W. Tibbs, news editor, has been appointed news manager and that his functions have been extended. Editors and correspondents of the Maritime, Ontario and Quebec districts will be responsible to him for the news of their various districts. W. P. Robinson, announces Mr. Livesay, who was the chief operator, has been promoted to the position of night editor at the head office. Mr. F. A. MacDougall has been made chief operator. V. M. Kipp, British Columbia news superintendent, has been appointed acting assistant general manager for the West.

The annual meeting of the Guelph printers elected the following officers for the ensuing year: President, A. A. Buchner; vice-president, C. G. Walters; secretary-treasurer, Fred Kinsey; recording secretary, E. B. Taylor; sergeant-at-arms, Harold Martin; auditors, G. M. Mills, S. G. Tovell and D. Carmichael; delegates to Trades and Labor Council, F. Kinsey, A. A. Buchner and C. G. Walters.

Pembroke *Observer*:—Mr. W. J. Ringrose, late publisher of Cobden *Sun*, left Pembroke this week to enter upon another newspaper venture. He has gone to Campbell's Bay, Que., and will there revive the defunct Pontiac *Advance* which was formerly published at Quyon, Que. The citizens of Campbell's Bay and district are quite enthusiastic over the prospect of having a newspaper and we have no doubt Mr. Ringrose will meet with success.

The death of Charles Bevan Taylor at Owen Sound removed one of the best known members of the older school of printers of Ontario. For thirty years the late Mr. Taylor was foreman of the Guelph *Mercury*, and was recognized throughout the province as a stalwart of the composing room. Coming to Canada some 42 years ago, Mr. Taylor began as a printer at Owen Sound, and his ability some years later brought him the berth in Guelph, which he held until he retired to Toronto to live.

Clifford Elvins, advertising manager of the Imperial Life Assurance Company, was elected vice-president of the Direct Mail Advertising Association at the annual convention held in Cleveland, Ohio. This association is international in scope, being one of the more important departmentals composing the Associated Advertrising Clubs of the World.

William L. Young, accountant at the Toronto branch of the Canada Paper Company, was presented with a well-filled wallet on the completion of the 40th year of his service with the company. The presentation was made by Mr. H. B. Donovan, sales manager, and it was accompanied by the good wishes of the general management and Mr. Young's fellow-employees.

Newspaper reporters, copy readers and news editors of London, Ont., have formed a union in affiliation with the International Typographical Union. They have a present membership of approximately 30 and are proceeding to draft conditions for an agreement which they expect will be in effect by Christmas. In addition to higher rates of wages, they will ask for one clear day off a week and restriction of night assignments for reporters.

The Kingston, Ontario, *Daily Standard*, which about six weeks ago issued its 110th Anniversary Number—48 pages in all of an eight-column paper—on Saturday, December 13th, published its usual Christmas edition of sixty pages, with three color sections all printed on the *Standard's* new press. The entire number contained 330 columns of advertisements. This is by far the largest issue ever published by any daily newspaper between Toronto and Montreal.

Algoma *Advocate*:—Miss Belle Dobie, a well-known writer and newspaperwoman, died at her home at Port Arthur. She was a member of the Canadian Women's Press Club and frequently wrote for the Fort William and Port Arthur papers, for the Canadian *Courier* and other publications. To her other talents Miss Dobie added that of a fine brush artist and she had many fine sketches to her credit. Her last book, "Housewife and Editor," is ready for publication.—Sudbury *News*. Deceased was a niece of Mr. J. B. Dobie and Mrs. Thomas Buchanan, and a cousin of Mr. R. C. Dobie, all of Thessalon.

The North Hastings *Review* has moved into new and commodious quarters just west of the Dominion Bank, Madoc. Mr. A. H. Watson, publisher and proprietor of the *Review*, has erected there a new building that will make one of the finest newspaper offices in the district. The *Review* now has a printing plant that is thoroughly modern and complete, having recently installed a linotype machine. The work of moving the plant has been completed and the paper is now being issued in its new domicile. Both Mr. Watson and his son Charles were ill at the time of the installation.

Negotiations have been closed for the amalgamation of the two Tillsonburg newspapers, the *Liberal* and the *Observer*. A joint stock company has been formed, which will take over both offices and begin publication of the Tillsonburg *News* on December 26. The new company has been named the News Printing Company, Limited, of Tillsonburg. F. E. Aldrich is president; John Law, secretary, and H. P. Johnson, business manager, and its business place will be the premises now occupied by the *Observer*. In politics the *News* will be Independent, giving support to every measure that promises to be in the best interests of the British Empire, the Dominion and the town. The *Observer* was first established by Wm. Law in June of 1863.

The Toronto city hall press gallery held a general meeting to receive nominations for the various offices of management. W. H. Beales (*Star*), the president, intimated he did not seek nomination for re-election. He stated that after his recent illness he required rest and he felt he could not give to the office of president of the gallery the necessary attention to the details which it called for. At the earnest request of his friends, however, he allowed his name to go forward. E. P. Reading (*Globe*) was also nominated for the premier position. "Henry" Ball (*Telegram*) was elected vice-president by acclamation, whilst C. Currie (*Telegram*) and A. W. Perry (*World*) will fight it out for the office of treasurer.

The members of the *Globe* editorial staff made a presentation to Mr. William Marchington, who is leaving to take a position with the Toronto *Star*. Mr. Marchington has been with the *Globe* for nine years, on the reportorial staff, and was for the last three sessions Parliamentary correspondent at Ottawa. Mr. Stewart Lyon, in making the presentation, praised Mr. Marchington's work, and expressed regret at his leaving. He said that Mr. Marchington was a friendly man, who knew how to make friends, and how to keep them. The staff gave him a hearty send-off. The present consisted of Parkman's History of Canada, in twelve volumes; a copy of Sir John Willison's Reminiscences, and a reproduction of the classic picture entitled "The Storm."

Quebec

Mr. J. N. Chevrier, who was manager of Montreal "*Le Devoir*," has organized the "Montreal Printing & Publishing Co., Limited," and at a meeting of its shareholders was elected managing-director.

The executive committee of the Canadian Press Association in charge of the Imperial Press Conference, to be held in Canada next summer, has appointed C. F. Crandall, of the Montreal *Star*, honorary secretary.

Recent additions to Montreal *Herald* editorial staff are: H. A. deV. Somerville, assistant city editor, who was overseas; W. L. C. Jento, formerly of Prescott, Ont.; O. G. Magurn, son of the *Herald's* editorial writer; and G. D. Lawrence, the well-known artist.

Miss D. Nelson has joined the *Herald's* proof-reading staff.

George Gordon, formerly of the *Herald* composing room, was on his return from overseas given charge of the composing room of the Verdun *Echo*.

Colin Harris, who for six years was advertising manager with Henry Birks & Sons, Montreal, is now associated with the Advertising Service Company of Montreal and Toronto. He is devoting his attention particularly to the Montreal clientele of his company.

Robert Sellar, editor of the *Canadian Gleaner*, died at Huntingdon, Quebec, aged 79 years. Mr. Sellar was one of the best-known journalists in the Dominion, and was described by Sir John Macdonald as "the best journalist in Canada." Since 1863 he has been editor of the *Canadian Gleaner*, at Huntingdon, and it was in his paper that the "*Gleaner* Tales," which have since appeared in book form, were published. One of his most interesting publications was his "History of the County of Huntingdon and of the Seignories of Chateauguay and Beauharnois from Their First Settlement in the Year 1833." As a journalist, Mr. Sellar has been for several years the accepted interpreter of the feelings and aspirations of the Protestants in the Province of Quebec.

Maritime

Fred D. McGuire, one of the most popular reporters in St. John, has resigned his position on the *Telegraph* and has accepted a position on the staff of the *Business Review*.

J. F. Benson, of the Clifton *Commercial*, met a recent demand from the town council for greatly increased arbitrary rates for water for his motor by threatening legal proceedings, and the council came off its perch and agreed to instal a meter.

The death of a veteran newspaperman, Mr. J. J. Anslow, occurred at his home on Grey Street, Windsor, N.S., on November 28th, at the age of seventy-nine. His son, Harold S. Anslow, took over the Hants *Journal* in 1914, at which time the late Mr. Anslow retired from active business.

J. L. Stewart, of the Clifton *World*, was the guest of honor at the 50th anniversary dinner in St. John of the introduction of the Independent Order of Odd Fellows into New Brunswick, and responded to the toast or "Our Order." The *Times*, of St. John

says Mr. Stewart was given a great reception. He has been a member of this order forty-eight and a half years, and has served as Grand Master and Grand Representative.

A. W. Thorne, of the *Standard* writing staff, has transferred to the staff of the St. John *Telegraph*.

James H. Conlon, despatch editor with the *Telegraph*, has been appointed to a position in the publicity branch of the fisheries department, Ottawa.

F. W. W. Bartlett, of the *Evening Times* writing staff, has been elected president of the Society of Law Students of the King's College School of Law, St. John.

St. John *Telegraph*.—A. C. Tapley, formerly office manager for the *Telegraph and Times*, and later of Halifax, who has been in Toronto with the Burroughs Adding Machine Company, has been appointed to the management of the St. John office of the latter company, after establishing a fine record with them. It is understood that Mr. Tapley is glad of the opportunity to return to his native city, and it is sure that he will receive a warm welcome.

It is expected that the United Farmers will have a newspaper in New Brunswick before long. Rumor has it that they have been thinking favorably of purchasing either the Carleton *Sentinel*, of Woodstock, N.B., or the *Maritime Farmer*, of Sussex.

A. C. L. Tapley, formerly business manager with the Telegraph Pub. Co., has been appointed local manager for the Burroughs Adding Machine Co., coming from Toronto, where he has been of late.

J. D. Black, of Fredericton, for years sporting editor of the *Gleaner*, has been appointed to organize a publicity department for the New Brunswick Telephone Co., Ltd. He has removed to St. John to make his residence and his family will probably follow in the spring. His title will be publicity manager.

New Price List of Bruce Press Association

A MEETING was held recently for revising the Bruce County price list. Some changes were made in the direction of increasing the prices. As revised, the Bruce County Press Association list is as follows, the prices being minimum and effective Dec. 1, 1919:—

LETTERHEADS

250	$ 3 00
500	4 00
1000	6 00
Each Extra Thousand	4 00

For two colors add $2.50 per Thousand

For Extra Expensive stock add to these Prices proportionately

Padding, 50c per 1000 extra

BILLHEADS

8 to post— 500	$ 3 00
—1000	4 50
Extra Thousand	3 00
Quarter Cap — 500	3 50
—1000	5 00
Extra Thousand	3 50
4 to post 500	4 25
—1000	6 50
Extra Thousand	$4 50
Half Cap 250	4 00
—— 500	5 00
1000	7 25

100 of any of above $2.50 to $3.50.

NOTE, MEMO HEADS AND STATEMENTS

500	$ 3 00
1000	4 50
Each Extra Thousand	3 00

ENVELOPES

	250	500	1000	Extra 1000
No. 7	$2 25	$3 25	$4 50	$3 50
No. 8	2 50	3 50	4 75	3 75

BUSINESS CARDS

50	$1 50
100	2 00
250	2 75
500	3 75
1000	5 25
Each Extra Thousand	3 25

SHIPPING TAGS

On basis of No. 5 Tag

500	$2 50
1000	3 75
Additional Thousand	2 75

Other sizes in proportion

TICKETS

100	$1 50
Each Additional 100	40

GOVT. POSTCARDS

(Printing Only)

100	$1 50
Each Additional 100	25

PRIVATE POSTCARDS

500, printed on two sides	$4 00
1000	6 50

RECEIPTS & ORDER BOOKS

	100	300	500	1000
3½x8½	$2 00	$3 00	$3 25	$5 00
3¼x11	2 50	3 25	4 50	5 75

WINDOW CARDS

11 x 14 1	$1 50
— 25	3 00
— 50	4 00
—100	5 50
Extra color. $1.50 additional	
14 x 22 1	$2 00
— 25	4 00
— 50	5 75
—100	8 50
Extra color, $2.00 additional	
22 x 28— 1	$2 00
—12	3 50
—25	5 00

DODGERS

6 x 9 (16th sheet) 100	$1 75
— 200	2 00
— 500	3 00
—1000	4 00
Each Extra Thousand	2 50
6 x 12 (12th Sheet)— 100	$2 00
200	2 50
500	3 50
—1000	4 50
Each Extra Thousand	2 75
9 x 12 (8th sheet) 50	$2 25
— 100	2 75
— 250	3 25
500	4 00
1000	5 50
Each Extra Thousand	3 25

POSTERS

Quarter Sheet 25	$3 25
— 50	3 75
—100	5 00
Each Additional 100	1 50
Half Sheet— 25	4 00
— 50	4 50
— 75	5 00
—100	5 50
Each Additional 100	2 00
Whole Sheet— 50	8 00
75	9 50
—100	11 00
Each Additional 100	3 00

For heavy composition add to Prices

Color Work—For one color add 25 per cent.; 2 colors 50 per cent. extra.

AUCTION SALE BILLS

Quarter Sheet— 25	$4 00
50	4 50
100	5 00
Half Sheet— 25	4 50
— 50	5 00
—100	6 00
Full Sheet — 50	$8 00
—75	9 50
—100	11 00

ADVERTISING FARM AUCTION SALES

$3.50 for first insertion and $2.50 for second insertion.

MERCANTILE POSTERS

Quarter Sheet

500	$10 00 to $12 00
1000	12 00 to 15 00
Each additional 100	60

Half Sheet

500	$15 00
1000	$20 00 to 25 00
Each additional 100	1 00

PRINTING BILLS OFF ADVTS

Eighth Sheet

500	$2 75
1000	4 00

Quarter Sheet

100	$4 00
Each additional 100	75

Half Sheets (6 or 7 Cols.)

100	$4 00
500	5 50
1000	8 50
Each additional 100	85

NOTE—The printing of bill off an advt. does not entitle the customer to any reduction in the price of his advertising.

NOTE AND LETTER CIRCULARS

Note, 8vo 100	$2 50
— 200	3 00
— 500	3 50
—1000	5 00
Letter— 100	3 00
— 200	3 50
500	4 75
—1000	7 25

Add $2.50 to these prices for two colors. With blank fly leaf add 30 per cent.

MEMORIAL CARDS

12, $2.25; 15, $2.50; 25, $3; 50, $4; 75, $5; 100, $6.

VISITING CARDS

50, $1; 100, $1.75.

WEDDING INVITATIONS

15, $3; 25, $3.50; 50, $4.75; 75, $6; 100, $7.25.

For extra expensive stock add proportionately

AT HOME CARDS

Small —50, $2; 100, $2.75.
Large—50, $2.25; 100, $3.25.

BUTTER WRAPPERS

500, with maker's name	$3 75
1000, with maker's name	5 50

"Dairy butter," 50c per 100 sheets; plain, 40c per 100, $1.75 per ream.

HALF CAP CIRCULARS AND FORMS

100	$3 50
250	4 50
500	5 75
1000	8 00

BALLOTS

10 Names or less, 300 Ballots	$5 00
Each additional 100	1 25

ROUTE CARDS

Cards, 14 x 22— 50	$6 00
—100	8 50
Folders, 7 x 7½ 100	6 00
Each additional 100	1 00

For extra heavy or tabulated pedigree charge $8 up.

PRIZE LISTS

$2 per page for 200 copies, and 25c per page additional for each extra 100 copies.

FINANCIAL STATEMENTS AND AUDITOR'S REPORTS.

Size of page, 5½ x 8½, type 24 ems by 40 ems. 200 copies, $2.10 per page. For each additional 100 add 25c per page. Cover to count as four pages.

VOTERS' LISTS

On basis of an average of 25 lines to a page, $2.25 per page for 200 copies. Where average is higher add to price proportionately. 300 copies, $2.50 per page. Set without rules.

BOOKS, PAMPHLETS, CONSTITUTIONS, BY-LAWS, MINUTES, ETC.

100 copies, 8 pt. solid, $1.75 per page, 20c per page additional for each 100 copies.

PRESS WORK

$2 25 per hour cylinder press, $1.25 per hour platen press. (Including wash-up and make-ready.)

All prices subject to change.

New Wage Scales in Canada

Ottawa has received a new scale for book and job work, both handmen and operators getting the Toronto scale of $32 for eight hours. The contract covers a period of 23 months, July 1, 1919, to May 31, 1921. This is an increase of $8 per week.

A new scale has been negotiated in Saskatoon, providing for $42 and $45 for day and night work respectively, for one year, and then $44 and $47 for one year.

MOOSE JAW.—A new scale for newspaper, book and job, provides as follows: Day, handmen, operators, $6.66 2/3 per day. Eight hours. Night, handmen, operators, $7.16 2/3 per night, of seven and one-half hours. The contract covers a period of one year. November 1, 1919, to October 31, 1920. Increase, book and job, day and night, November 1, 1919, $8; May 1, 1920, 50 cents.

FORT WILLIAM.—Newspaper, book and job, handmen, operators, $35. Eight hours. The contract is for a period of one year, November 1, 1919, to November 1, 1920. Increase, newspaper, book and job, $7.

PORT ARTHUR, ONT.—Newspaper, book and job (day), handmen, operators, $35. Eight hours. Night—handmen, operators, $38. Seven hours. The contract covers a period of one year, November 1, 1919, to October 31, 1920. Increase, newspaper, book and job (day and night), $7.

PETERBORO.—The Typos have submitted a new scale to the employers, calling for a flat scale of $30, with $2 additional for foremen and $3 for night work.

Montreal Newswriters' Union has taken a charter from the I. T. U. Work is now in progress on a scale which will be presented early in the year.

EDMONTON.—A new scale is being negotiated here. The agreement expired on October 31. The men are after the scale submitted by the unions of the Province in the proposed joint agreement.

HAMILTON.—The scale between employers and job printers expires on the first of the year. The matter of the 44-hour week in 1920 will be taken up. An increase is being asked for, but the amount is not known at this writing.

ST. JOHN, N. B.—The scale committee of the local union has completed negotiations with the result that they have placed before the union a flat scale of $32 for day work, (news and job), and $35 nights, newspapers to be seven and a-half hours' work.

Real Selling Done Here

Some of the Canadian papers got out and sold a lot of space on the strength of the Victory Loan appeal in addition to the space sent them by the agencies handling the advertising.

If there were any people neglected in Calgary, it was not the fault of the Calgary *Herald's* advertising department. Not only were the big prospects well worked, but collective advertising was resorted to in a most telling manner.

Here are some of the classifications that were worked:
Farm Implement and Supply Dealers.
Opticians of Calgary.
Retail Grocers.
Barristers and Solicitors.
Theatres and Moving Pictures.
Druggists of Calgary.
Fire Insurance Agents.
The Retail Butchers.
The Lumber Dealers.
Photographers and Photo Engravers.
Job Printers and Lithographers.
Real Estate Dealers.
Garages and Service Stations.
Business Colleges of Calgary.
The Shoe Repair Shops.
Oil Companies and Dealers.
Boot and Shoe Dealers.
Fruit Dealers of Calgary.

And say, did the dentists, those haters of publicity, escape? Not a bit. There's their ad., good space, and backed up with the names of sixteen painless extractors

How was it done? Well, here's what Mr. O. L. Spencer has to say about it:

"The *Herald* carried in this space a total of over 56,000 agate lines—to be exact, 56,504. This advertising was entirely composed of space donated to the Victory Loan campaign by private firms, and individuals canvassed by the advertising staff of this paper. This advertising must not in any way be confused with the advertising placed by the Victory Loan Central Committee, and I would call your attention to the way in which large spaces were donated by various individuals on the co-operative plan system. A great deal of this canvassing was done over the telephone—for instance, we would take a list of all the drug stores or a list of all the lawyers, or a list of all the meat-markets. Each one would contribute a set amount, and the ad. would be run on that basis.

A great majority of the copy which was run was prepared in this office by our own staff, and while we used the donated space book to some extent, it was not nearly large enough to fill our requirements, and we had to prepare additional copy ourselves. I would very much like to know if you propose publishing in any way a comparative statement of the space carried in this manner by various Canadian newspapers, and if so, I would like to see it, and find out how the *Herald* stands on the list."

The Brantford *Expositor* is using, as a Saturday feature, a "Who's Who" story. Each week some Brantford or Brant County person who has gone out and made good elsewhere is "storied" in an interesting way.

The Collingwood *Saturday News* has a three-column ad. in various forms running in recent issues. The idea is the securing of trade for home merchants. About 40 merchants have signed their names and business calling. A good appeal based on the buy at home basis always has a strong pull in securing advertising patronage.

MILL No. 2
CAMBERWELL

ESTABLISHED 1810

Send us your enquiries for

Gummed Paper (not the curly sort)
Gummed Tape
Stay Paper
Sealing Machines
Flint Glazed Papers
Leather Papers
Marble Paper
Fancy Papers

SAMUEL JONES & CO.
BRIDEWELL PLACE
LONDON, E.C. 4
ENGLAND

MILLS:
CAMBERWELL, ENG.
NEWARK, N.J., U.S.A.

REBUILT MACHINERY

No. 1837—Scott Two-Revolution, bed 36x48, four rollers, printed side up delivery, all new working parts.

No. 204—Seven Col. Quarto Two Revolution Hoe, table distribution, rear tapeless delivery, four form rollers, four distributors.

No. 202—25 x 34 Whitlock Drum Cylinder, table distribution, rear tapeless delivery, two form rollers, four distributors, back-up.

No. 338—24 x 32½ Diamond Cylinder with power fixtures.

No. 329—Seven Col. Quarto Two Revolution Campbell, four form rollers, four distributors, table distribution, front fly delivery.

No. 376—Six Col. Quarto Two Revolution Campbell, front fly delivery table distribution, four form rollers, and four distributors.

No. 395—13 x 19 Universal with Hot Embossing attachment, four chases.

No. 401—10x15 W. & B. Gordon, power fixtures, treadle, long fountain.

No. 399—10x15 W. & B. Gordon, power fixtures, treadle and fountain.

No. 341—13x19 W. & B. Gordon with treadle and power fixtures, 2 chases.

No. 392—10 x 15 W. & B. Gordon with fountain.

No. 1528—44" Brown & Carver Automatic Cutter, two Knives.

No. 404—10" Hand Perforator.

No. 235—10" Bradley Card Cutter.

No. 237—32" Cloth Piper Ruling Machine, 1 beam striker, receiving box and power.

Full Details on Request

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

60 Front St. West
TORONTO

Opposite
New Union Depot

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

RELIABLE

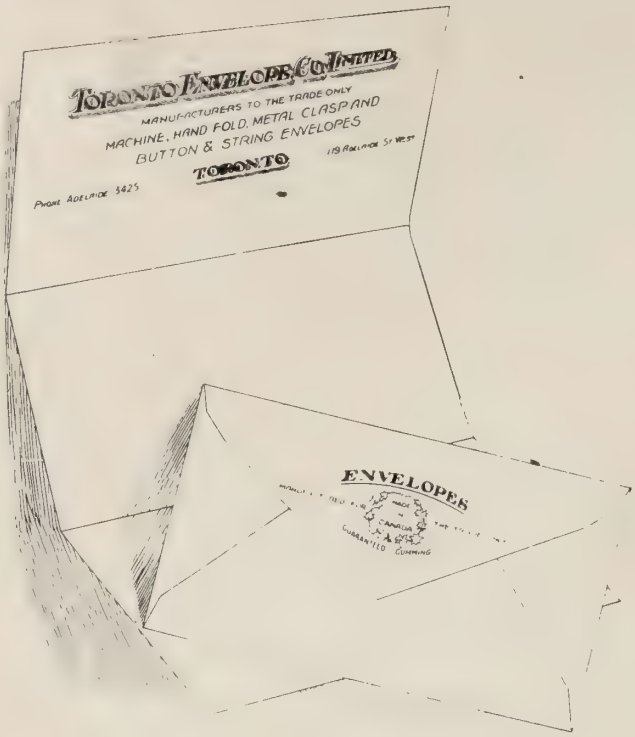
Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers

THE STEEL COMPANY OF CANADA
LIMITED

Sales Offices: Hamilton Toronto Montreal Winnipeg Vancouver St. John



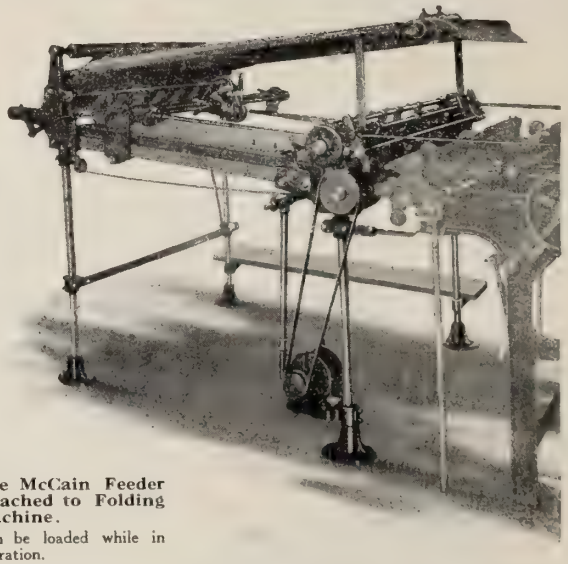
"2 fold" envelopes stocked in all the leading Canadian papers. 24 hours' service.

A Very Happy Christmas and A Glad New Year To All

TORONTO ENVELOPE CO.
LIMITED
Manufacturers to the Trade Only
119 West Adelaide Street
TORONTO

Speed Up Your Folding
with

THE McCAIN Automatic Feeder



The McCain Feeder attached to Folding Machine.
Can be loaded while in operation.

The Machine That Saves Labor and Cuts the Cost

Spoilage is reduced to a minimum and production is increased to maximum with the **McCain Automatic Feeder.** Continuous loading! Rapid, accurate and smooth-running! From 10% to 25% faster than hand feeding.

Realize on the full capacity of your Anderson, Hall, Brown, Dexter and Cleveland High-speed Folding Machines. Specially adaptable to the Models B and C Cleveland Folder.

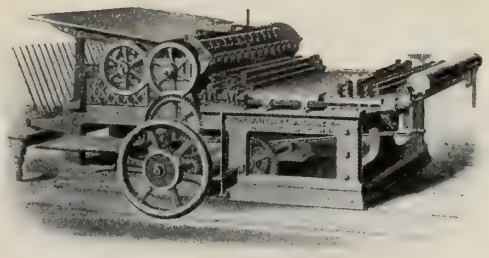
McCAIN BROS. MANUFACTURING CO., 29 South Clinton St. CHICAGO
Sold in Canada by
J. L. MORRISON CO., TORONTO GEO. M. STEWART, MONTREAL

Press Bargains

Rebuilt Machines Capable of Doing First-Class Work

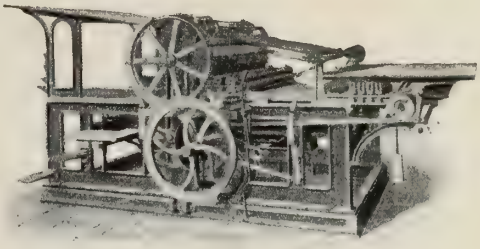
IT is impossible to list all the machines in our warehouse for sale. We must have more space for our rapidly increasing business and no reasonable offer will be refused for any machine until this purpose is accomplished.

FIRST-CLASS NEWSPAPER PRESSES



WHITLOCK TWO-REVOLUTION, rear delivery, bed 35 x 52, capable of handling anything a rear delivery press is built for. Will print a 6-col. quarto paper. Price, $700.

POTTER TWO-REVOLUTION, 6 and 7 col. Quarto.



CAMPBELL TWO-REVOLUTION, front fly delivery, bed 37 x 52, good condition, overhauled; just the press for country office; easy on power; 4 form rollers; as illustrated. Will print 7-col. quarto. Price, $800.

ACT QUICKLY!

Since the appearance of this advertisement in the last issue of PRINTER AND PUBLISHER many machines have been sold from our stock, but we still require more space for new lines and are prepared to offer you several rebuilt presses at greatly reduced prices. Let us know your requirements—we may have just what you want. If you are looking for a bargain, write quickly.

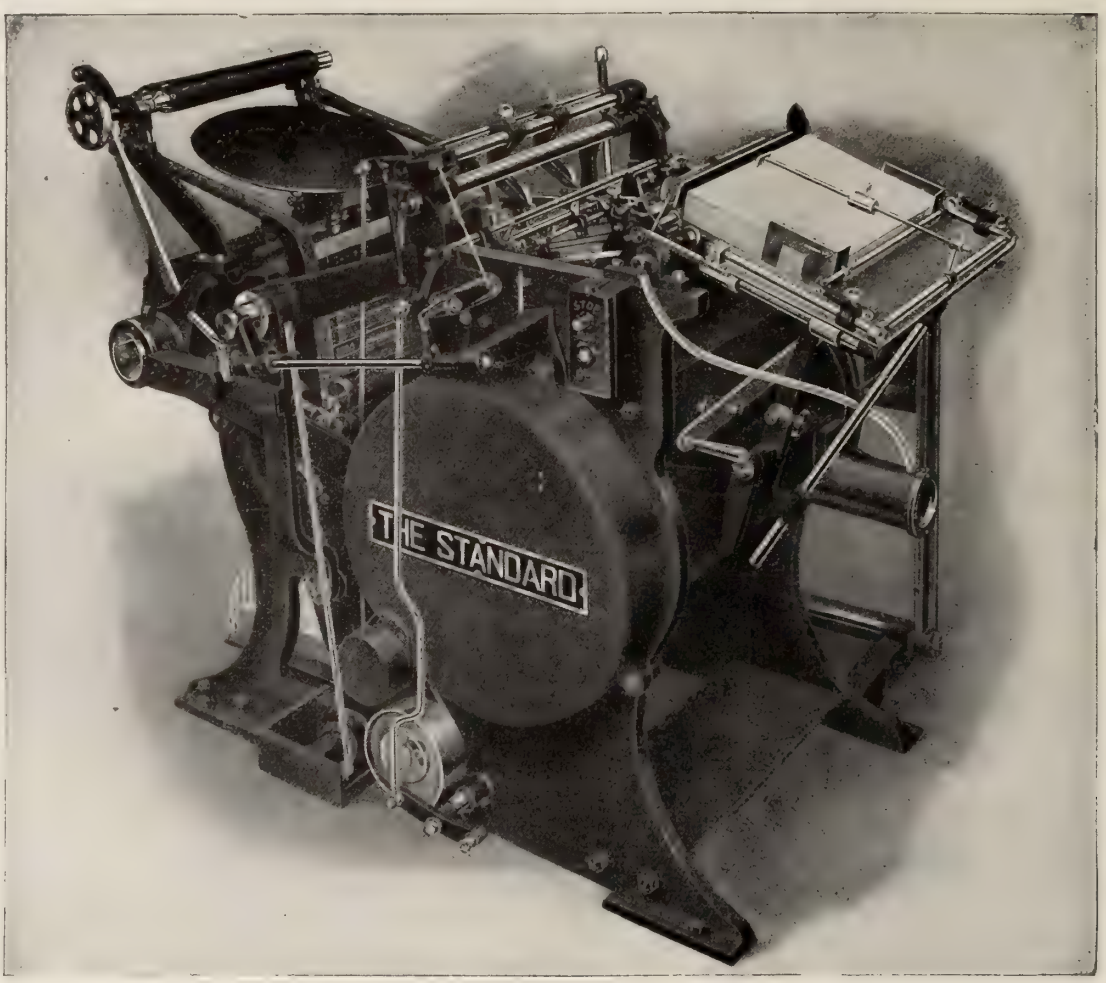
Cylinder Presses, Job Presses, Cutting Machines Electric Motors and General Equipment

McANTON BROS. TORONTO

Montreal **Winnipeg** **Calgary**

THE STANDARD

High Speed Automatic Job Press



Replaces FOUR Job Presses and Operators

HOW shall a printer deal with increased labor cost? This is the answer—By labor-saving, time-saving, waste-saving machinery that needs only to be supervised. And you'll find it fulfilled in the STANDARD HIGH SPEED AUTOMATIC JOB PRESS—the most profitable press of its kind ever invented.

With the STANDARD the actual product of four hand-fed job presses can be secured. Runs at a speed of 3,500 impressions per hour. (Think of the production you get from this machine). Takes all sizes of sheets from 3¼x5 to 13x19 inches.

Handles all ordinary stock from French folio to 140 pound cardboard. The size of work and nature of stock it will take includes fully 95% of the work usually done on job presses. Its register is perfect at all speeds.

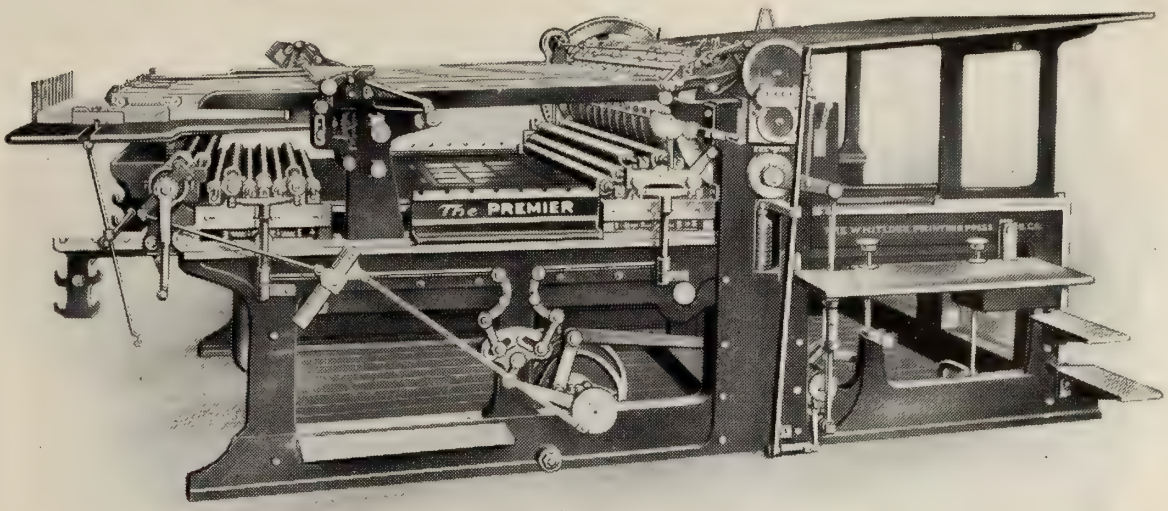
One STANDARD is a substitute for three men. The rush job holds no terrors when the job printing department has been STANDARDIZED. The job that comes in at 2.30 and is set by 3.30 is on the press and ready to run at 4.00 and by 5.00 over 3,000 impressions are off.

Don't you think the STANDARD *is worth investigating? Write now for full description.*

MANTON BROS. SOLE CANADIAN AGENTS **TORONTO**

Montreal **Winnipeg** **Calgary**

The PREMIER



The Latest Development in Two-Revolution Presses

PRINTING AND LITHO INKS

High-grade colored and black inks for all processes. Made by up-to-date methods and guaranteed to possess **pre-war** quality.

PRINTING AND LITHO MACHINERY

Selling Agents for

The Premier Two-Revolution Press

The Whitlock Pony

The Potter Rotary Offset Press

The Potter Lithograph Press

The Potter Rotary Tin Press

The Standard High Speed Automatic Job Press

Electric Equipment

WINTER ROLLERS

Pure glycerine, specially manufactured glue and years of practical experience, constitute the **best formula** for roller composition. This is Manton Bros. formula. How can we serve you for Winter Rollers?

Printing Machinery Repairs

MANTON BROS. - TORONTO

Montreal **Winnipeg** **Calgary**

"LIGHT'S PHOTO-TONE"
FINE ART FLONG

FOR THE SPEEDY PRODUCTION OF GOOD STEREO PLATES AND, IN PARTICULAR, THE PERFECT REPRODUCTION OF FINE HALF-TONES

As compared with the old Pasted Flong:—The Mould can be produced in less than HALF the TIME and BETTER RESULTS are obtainable with LESS LABOUR, NO BEATING, and NO MANGLE is used.

As compared with Ordinary Dry Flong:—A SAVING OF TIME, TYPE and LABOUR is at once obvious, as NO MANGLE is used. And less than HALF the usual amount of PACKING is necessary.

As compared with the Plaster Process:—Equally perfect reproductions are obtainable from Type and Half-Tones, in a Tenth of the Time and at Less than a Fifth of the cost. A number of plates can be obtained from each "PHOTO-TONE" Mould, instead of one only, and all the plates have a better face.

SHRINKAGE IS ENTIRELY ELIMINATED.—Two and Three Colour work may therefore be done without risk of bad register and

"Light's Photo-Tone" Moulds are always perfectly Flat and Even, therefore no make-ready is necessary.

Net Result of Using "Light's Photo-Tone" Flong
BEST RESULTS in the QUICKEST TIME at a MINIMUM COST

The Flongs can be stored for an indefinite period and will not deteriorate.
Order a Sample Ream, with which Working Instructions will be sent.

WILLIAM J. LIGHT

Incorporating Robert Bateson & Co.

127, FENCHURCH STREET, LONDON, E.C., ENG.

For the Foundry:
"IDEAL" and "CLEARTYPE" DRY FLONGS.
"PHOTO-TONE" FINE ART FLONGS.
"GOODEPTH" MOULDING FELTS.
"EVERWEAR" MOULDING RUBBERS.

For the Composing Room:
"AUTO-REGLAR" and SAFETY FINGER.
(Selling Agent Only.)

For the Press-Room:
"EVERWEAR" OIL & INK-PROOF PRESS RUBBERS.
"NIPPER" CUTTING BUFFERS.
"GRIPPER" PROPELLER RINGS.

For the Binding Dept.:
"BATESON'S LEATHER-LIGAMENT."

TELEPHONE: No. 565 AVENUE.

Canadian Publishers

In both the Metropolitan
and Smaller Cities

Are Showing Their Unqualified Approval of Our

FEATURES

as evidenced by the following list of papers
now using:

Charlottetown Guardian
Cobalt Daily Nugget
Edmonton Bulletin
Fort William Times-Journal
Halifax Chronicle
Halifax Daily Echo
Halifax Herald
Hamilton Spectator
Hanna Herald
Kingston British Whig
Kingston Standard
Kitchener News Record
Kitchener Telegraph
London Free Press
Melfort Journal
Montreal Eagle
Montreal Le Nationaliste
Montreal Standard
Moose Jaw Times
Nanaimo Daily Herald
New Westminster British Columbian
Niagara Falls Review
Ottawa Citizen
Ottawa Evening Journal
Quebec Chronicle
Regina Leader
Sherbrooke Record
St. Catharines Standard
St. John Standard
St. Thomas Times-Journal
Sydney Record
Toronto Canadian Countryman
Vancouver Farm and Home
Vancouver Daily Sun
Vancouver Continental Daily News
Windsor Border Cities Era
Windsor Border Cities Star
Winnipeg Free Press
Winnipeg Tribune

NOW is the time to place your orders for 1920. No contract—our subscribers are privileged at all times to discontinue on notice.

Check features of interest, and let us tell you more about them.

Camera News Page
Fashion Page
Children's Page
Feature Page
Art Needlework
House Plans
Our Own Movies
Pertinent Portraits
Daily Puzzles
Daily Fashions
Noozie, the Sunshine Kid
Smiles
Hints for the Motorist
Helps for the Home Nurse
Longcope Display Ads.
Advertising
The Ad-route

THE INTERNATIONAL SYNDICATE

Twenty Years of Unfailing Newspaper Feature Service

BALTIMORE, MARYLAND

To the Printers of Canada we extend our Best Wishes for a Merry Christmas and a = very = Happy = and Prosperous New Year

HOYT METAL COMPANY

MONTREAL TORONTO WINNIPEG

REDUCOL

Neither a Dryer Nor a Non-Dryer

Puts Your Inks in Proper Condition to Work Best on Different Kinds of Paper in All Kinds of Weather

WHILE INDISCRIMINATE "DOPING" OF inks should be avoided, it is impossible for an inkmaker to produce an ink that will work properly on all kinds of stock, in fact, even upon different lots of coated paper. The strength of the enamel varies on every lot of coated paper, and if "picking" is to be avoided, inks must be weakened to compensate for the weakness of the paper.

The use of thin varnishes, oils and other preparations containing vaseline for the purpose of eliminating the "tack" from inks is a bad practice, as they cause the inks to "mottle" and halftones to fill up. Besides, such mediums deaden the color of the ink and cause the printing to have a greasy appearance.

A little REDUCOL will adapt ink to the stock without any bad effects.

REDUCOL
assists in making slip-sheeting unnecessary.
Saves from 10 to 25% in ink bills.
Preserves the rollers.
Assists in preventing offset.
Eliminates much washing of halftones during run
Makes half-tones and type and rule forms print 100% better.

NO INK CONCERN CAN MAKE AN INK that will give the same results in different temperatures and under different climatic conditions. All inks are more or less affected by climatic conditions. You may work an ink one day, when it is warm, with satisfactory results; the following day it may be much cooler, and the ink will not produce the same results. Furthermore, the atmosphere may be dry one day and damp the next. Some inks dry too quickly on the presses; ink that is too heavy will pull the coating off the paper.

A reducer is necessary to overcome these conditions, but ordinary methods of "doping" inks with light varnishes, oils and compounds containing vaseline creates other difficulties equally as bad, if not worse.

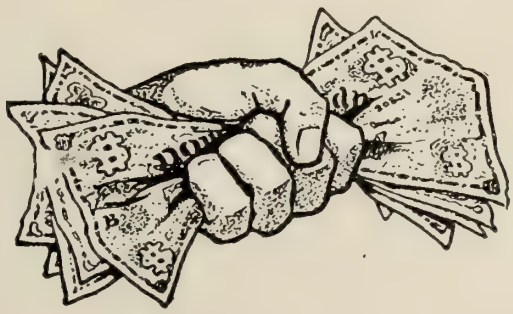
The safe medium for suiting ink to climatic conditions, as well as to different classes and grades of paper, is REDUCOL.

MANUFACTURED BY
INDIANA CHEMICAL & MFG. COMPANY, INDIANAPOLIS, IND.

MANTON BROS., - Toronto, Montreal, Winnipeg

A Handful of Bills Makes a Nice Christmas Box!

Successful Collections



Send Us Your Lists

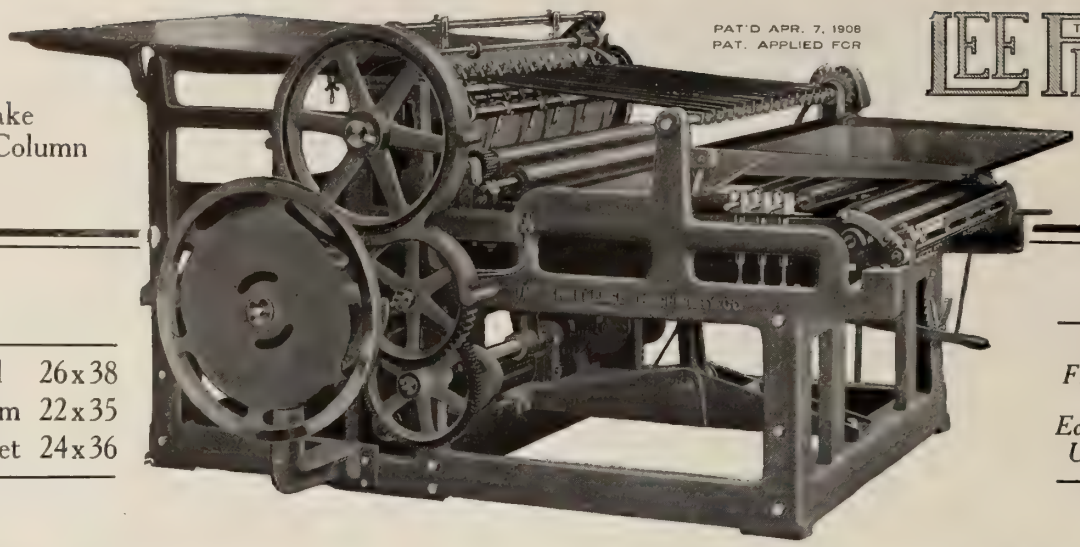
This is just what it will seem like when we collect your old accounts and turn in the cash.

Waste no more of your valuable time, waste no more expense—turn your delinquent list over to us. WE GET RESULTS!

No collections, no charge—this is the basis we work on. With nothing to lose, why not turn in your lists by return mail?

Publishers' Protective Association Goodyear Building **Toronto**

Will Take
Seven Column
Paper



LEE PRESS TWO-REVOLUTION

Bed 26x38
Form 22x35
Sheet 24x36

Low First Cost

Economical Up-Keep

The Economical ALL-AROUND Money-Maker

Designed especially to meet the great demand for an economical, easily handled, high class, two-roller, fly-delivery, two-revolution press that will turn out all kinds of commercial work, as well as handle your publication—in fact, it's the "all-around" press. Has Rack-and-Screw and Table Distribution, Two Form Rollers, Impression Trip, etc. Registers perfectly at all speeds. In its low first cost, economical up-keep, superior product and remarkably low cost of Operation it represents the best possible investment you can make—a continuous profit producer.

YOU OWE IT TO YOURSELF TO SEND NOW FOR FULL PARTICULARS AND PRICES.

Manufactured by The Challenge Machinery Co. Grand Haven, Mich.

CHICAGO, 124 S. Wells Street NEW YORK, 71 W. 23d Street

"GET THE HOOK" ENVELOPE

For Mailing Your Circulars and Advertising Matter

The best Penny Saving Envelope made, contents cannot slip out of the open end as our patent Hook holds the enclosures securely.

WRITE FOR SAMPLES AND PRICES

W. V. Dawson, Limited.

MONTREAL TORONTO

GOSS

The Name that Stands for

SPEED—
DEPENDABILITY—
SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.

Main Office and Works:
1535 So. Paulina St., Chicago

New York Office:
220 West 42nd Street

The Goss Printing Press Co., of England, Ltd., London

Who Sells The Line You Are Looking For?

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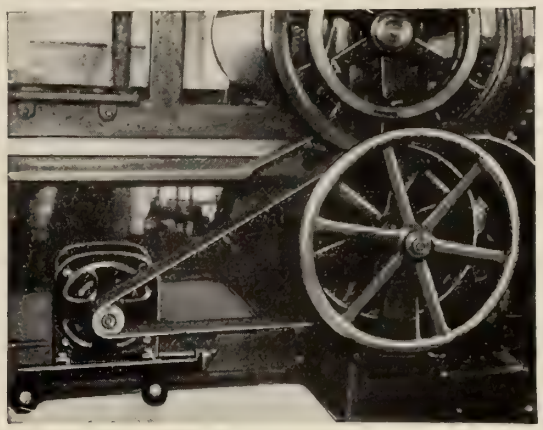

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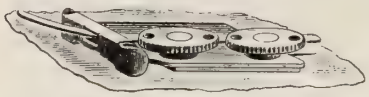

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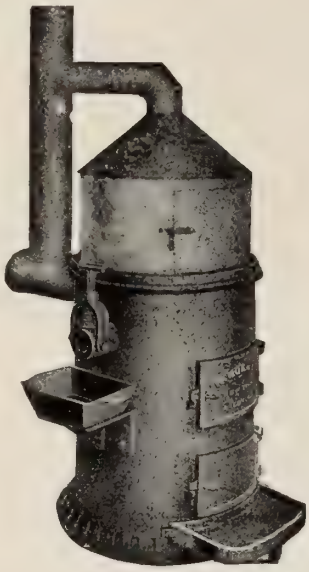

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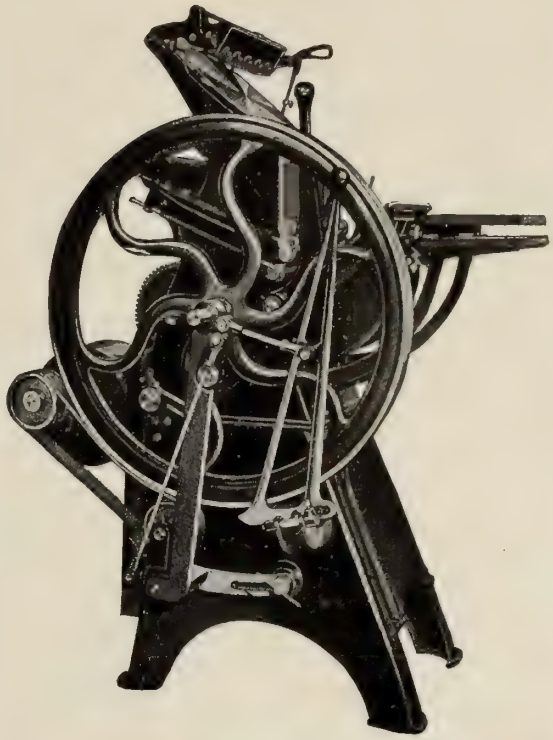

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By Sir Robert Falconer, President of the University of Toronto

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The article gives the opinions on this vital topic of such men as: Sir Robert Falconer; Principal R. Bruce Taylor, of Queen's; Dean of Arts W. Sherwood Fox, of Western University; A. P. S. Glassco, Secretary of McGill; President MacLean, of the University of Manitoba; President Klinck, of Canada's youngest university—British Columbia; President A. Stanley Mackenzie, of Dalhousie; and many others.

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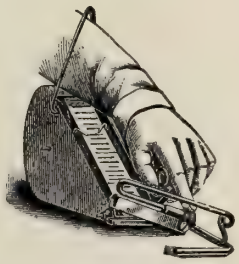

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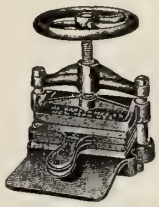

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